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ABSTRACT

This collection of abstracts is part of a continuing series providing information on recent doctoral dissertations. The 47 titles deal with a variety of topics, including the following: (1) the effect of source variation upon children's reactions to television commercials: (2) covert observation as a means of measuring the affective states of television viewers: (3) viewers' responses to a film as a socially situated event: (4) children's understanding of television reality: (5) media learning and adolescent developmental tasks: (6) the dynamics of communication and information in groups: (7) an information processing approach to uses and gratifications: (8) privacy and media encroachment: (9) the changing images of females and males in television commercials: (10) commercial broadcasters' perceptions of entry-level employment requirements for college graduates in the broadcast industry: (11) transnational advertising and the mass media in Latin America: (12) longitudinal patterns of television viewing and adolescent role socialization: (13) the relationship between persistence, attention, and observational learning of television's program content: (14) the film industry and the Vietnam war: (15) the effect of televised violence: (16) the use of videotape for studying nonverbal behavior in social settings: (17) United States Supreme Court interpretations of "public interest" in decisions concerning the media from 1927 to 1979. (FL)

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# Mass Communication:

## Abstracts of Doctoral Dissertations Published in Dissertation Abstracts International, January through June 1981 (Vol. 41 Nos. 7 through 12)

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Abstracts of the following dissertations are included in this collection:

Aborisade, Adebisi Akanni
THE INTERNATIONAL NEWS "IMBALANCE": A NIGERIAN CASE STUDY

Badii, Naiim
A CONTENT ANALYSIS OF IRANIAN DAILY NEWSPAPERS BEFORE, DURING, AND AFTER THE 1979 REVOLUTION

Blasko, Vincent John
THE EFFECT OF SOURCE VARIATION UPON CHILDREN'S REACTIONS TO TELEVISION COMMERCIALS

Boafo, Samuel Twumasi Kwame
INTERNATIONAL NEWS COVERAGE ON U.S. TELEVISION NETWORK NEWSCASTS: A GRATIFICATIONS STUDY

Bourgault, Louise Manon
AN ETHNOGRAPHIC STUDY OF THE "PRAISE THE LORD CLUB"

Bradley, Oscar Leslie
NETWORK AND NATIONAL SPOT ADVERTISING SUPPORT OF COMMERCIAL TELEVISION IN THE UNITED STATES: HOW THE COST IS DISTRIBUTED AMONG THE POPULATION ACCORDING TO SEVEN DEMOGRAPHIC DIMENSIONS. (VOLUMES I AND II)

Cairns, Donald Ian
COVERT OBSERVATION AS A MEANS OF MEASURING THE AFFECTIVE STATES OF TELEVISION VIEWERS: A VALIDATION STUDY

Conover, Peter Dodds
THE PAY TELEVISION CONTROVERSY: AN ANALYSIS OF FEDERAL AND NEW YORK STATE REGULATION OF SUBSCRIPTION TELEVISION, PAY CABLE AND MULTIPOINT DISTRIBUTION SERVICE

Crane, Jon Stephen
SUPREME COURT INTERPRETATIONS OF "PUBLIC INTEREST" IN BROADCAST DECISIONS: 1927-1979

Custen, George Frederick
FILM TALK: VIEWERS RESPONSES TO A FILM AS A SOCIALLY SITUATED EVENT

Dillman, Arline Speelman
A DEVELOPMENTAL STUDY OF CHILDREN'S UNDERSTANDING OF TELEVISION REALITY

Faber, Ronald Jay
MEDIA LEARNING AND ADOLESCENT DEVELOPMENTAL TASKS: WHERE YOU ARE IS WHAT YOU GET

Fredin, Eric Starin
THE DYNAMICS OF COMMUNICATION AND INFORMATION IN GROUPS: THE IMPACT OF TWO-WAY CABLE TELEVISION IN ORGANIZATIONS

Goedkoop, Richard John
SOME EFFECTS OF LEXICAL DIVERSITY UPON JUDGMENTS OF TELEVISION NEWSCASTER ATTRIBUTES AND EFFECTIVENESS

Griffin, Robert John
AN INFORMATION PROCESSING APPROACH TO USES AND GRATIFICATIONS

Guynn, William Howard
TOWARD A REEXAMINATION OF THE DOCUMENTARY FILM: THEORY AND TEXT

Hamer, Vicki Ann
A GENERIC PERSPECTIVE ON TELEVISED FAMILY DRAMA

Hart, Mary Johnson
PRIVACY AND MEDIA ENCROACHMENT

Hexamer, Eleanor Anne
TELEVISION AND CHILDREN: A RESEARCH AGENDA AND A PROCESS ORIENTED ANALYSIS OF RESEARCH, THEORY, AND METHODOLOGY

Hudson, Jerry Charles
COMMERCIAL BROADCASTERS' PERCEPTIONS OF ENTRY-LEVEL EMPLOYMENT REQUIREMENTS FOR COLLEGE GRADUATES IN THE BROADCAST INDUSTRY

Jankowski, Laurence James
COMPETENCIES FOR INITAL POSITIONS IN BROADCAST JOURNALISM AS PERCEIVED BY RADIO AND TELEVISION NEWS DIRECTORS AND COLLEGE BROADCAST EDUCATORS

Janus, Noreene Zinfandel
THE MAKING OF THE GLOBAL CONSUMER: TRANSNATIONAL ADVERTISING AND THE MASS MEDIA IN LATIN AMERICA

Jorgensen, Rebekah Lee
THE SCREENING OF AMERICA: THE USE AND INFLUENCES OF AMERICAN FILMS AND TELEVISION PROGRAMS BY ADOLESCENTS IN A ROMANIAN COMMUNITY

Kilbourne, Jean
THE CHANGING IMAGES OF FEMALES AND MALES IN TELEVISION COMMERCIALS: PLUS CA CHANGE, PLUS C'EST LA MEME CHOSE

Kelin, David Mitchell
PARA-PROXEMIC ATTRIBUTIONS: AN INVESTIGATION INTO THE RELATIONSHIP BETWEEN CLOSE-UP AND EXTREME CLOSE-UP CAMERA SHOTS AND AUDIENCE RESPONSE

Ledingham, John Allen
IDENTIFIED AND VERIFIED FACTORS RELATING TO THE SUCCESS OF CABLE ACCESS CENTERS

Levenson, Harvey Robert
A HISTORICAL/DESCRIPTIVE ANALYSIS OF THE PROCESS OF DEVELOPING CABLE COMMUNICATIONS FOR A MAJOR URBAN CITY: A CASE STUDY OF THE CITY OF PITTSBURGH, PENNSYLVANIA

Lin, Ching Yee Soong
RELATIONSHIP BETWEEN PERSISTENCE, ATTENTION AND OBSERVATIONAL LEARNING OF TELEVISION'S PROGRAM CONTENT

Lindlof, Thomas Richard
A FANTASY-ANALOGUE CONSTRUCT OF MENTAL PROCESS DURING TELEVISION VIEWING INVOLVEMENT

McEndree, Bonnie Lynn
AUDIENCE USES OF TELEVISION RERUN PROGRAMMING: A MULTIVARIATE FIELD STUDY

McKnight, Mark Curtis
MUSIC CRITICISM IN THE NEW YORK TIMES AND THE NEW YORK TRIBUNE, 1851-1876

Martin, Bruce A.
AN INVESTIGATION OF THE IMAGE OF AMERICAN MEN AS PORTRAYED IN SELECTED COMMERCIAL PRIME TIME TELEVISION PROGRAMS, TV SEASONS 1950-51 THROUGH 1975-76

Meehan, Michael John
THE USE OF FILMS IN CHANGING ATTITUDES OF SIXTH GRADERS IN A BILINGUAL SETTING TOWARD THE DISABLED

Melton, Gary Warren
AN EXPLORATORY STUDY OF "THE NEWS BOX" UTILIZING A FUNCTIONAL DISCREPANCY MODEL OF MASS COMMUNICATION

Milicia, Maureen Beverly
DEVELOPMENT AND PRELIMINARY IMPLEMENTATION OF AN INSTRUMENT TO BE USED IN DESCRIBING, COMPARING, OR PROJECTING A SYSTEM OF BROADCASTING FOR A NATION

Morgan, Michael Jay
LONGITUDINAL PATTERNS OF TELEVISION VIEWING AND ADOLESCENT ROLE SOCIALIZATION

Oluyitan, Emmanuel Funso
TRAINING FOR NATIONAL DEVELOPMENT-THE CASE OF THE NIGERIAN TELEVISION AUTHORITY (NTA)

Padgett, Geroge Everett
A QUANTITATIVE ANALYSIS OF UNITED STATES SUPREME COURT DECISION-MAKING RELATIVE TO FIRST AMENDMENT ISSUES OF FREE SPEECH AND FREE PRESS

Royes, Heather Hope
TELEVISION AND TRADITIONAL CULTURE: A SURVEY OF THE AFROAMERICAN WOMEN ON ST. HELENA ISLAND, SOUTH CAROLINA

Rugg, William James
THE USE AND ACCEPTANCE OF ELECTRONIC NEWS GATHERING EQUIPMENT BY LOCAL TELEVISION NEWS DEPARTMENTS IN THE UNITED STATES

Sanders, Vapordeal
AN EXPERIMENTAL INVESTIGATION ON THE USE OF VIDEOTAPE FOR STUDYING NONVERBAL BEHAVIOR IN SOCIAL SETTINGS

Schleicher, Margaret Patricia
THE USE OF HUMOR IN FACILITATING VOLUNTARY SELECTIVE EXPOSURE TO TELEVISED EDUCATIONAL PROGRAMS

Suid, Lawrence Howard
THE FILM INDUSTRY AND THE VIETNAM WAR

Webster, James Garrison
FACTORS MEDIATING PROGRAM PREFERENCE AS A DETERMINANT OF TELEVISION VIEWING BEHAVIOR

Whaley, Allen Bennett
PREDICTORS OF VERBAL AGGRESSION: THE EFFECT OF TELEVISED VIOLENCE

Zenaty, Jayne Winifred
MASSMOD: A COMPUTER SIMULATION OF THE MASS MEDIA INDUSTRY 1945-1960

Zimmerman, Donald Ernest
THE PORTRAYAL OF WOMEN IN MASS MEDIA, 1949 TO 1956: THE DU MONT TELEVISION NETWORK VERSUS POPULAR FILMS, BOOKS, MAGAZINES, AND SONGS

## THE INTERNATIONAL NEWS "IMBALANCE": A NIGERIAN CASE STUDY

Order No. 8109314

ABORISADE, ADEBISI AKANNI, PH.D. *University of Minnesota*, 1980. 243pp.

The major purpose of this thesis was to investigate the extent to which Nigerians are being exposed to foreign news in terms of: (1) the kinds of information the press transmits and the relative attention the press pays to events in Europe, Asia, the Americas, and Africa; (2) the favorable or unfavorable images of countries this information is likely to convey to readers; and (3) the attitudes of Nigerian journalists on the issue of "imbalance" in the international information flow.

The following six hypotheses were tested. (1) The Nigerian press publishes more news about the developed nations than it does of the developing nations. (2) There is a significant difference in the total number of stories in the Nigerian dailies devoted to negative and positive news about developed and developing nations. (3) The number of column inches devoted to news about the Western World will be greater than for other regions of the world. (4) News about other countries of the world combined will be significantly less in terms of column inches than for all Western democracies combined. (5) News about all developing countries combined will be significantly less in terms of column inches than for all developed countries combined. (6) There will be substantial disagreement among Nigerian journalists on the issue of "imbalance" in the flow of news between the developing and the developed countries.

The research design consisted essentially of a content analysis and a structured opinion survey.

Five Nigerian dailies chosen according to ownership, geographical location, circulation, and prestige were content analyzed. A total of 360 Monday through Saturday editions were analyzed, using four categories: Armed Conflict; Social and Political Conflict; Catastrophes; and Other Hard News. The three year sample (January, 1975 - December, 1977) was a period of relative calm on the international scene. A constructed-month sample was randomly taken from each year, resulting in a three-month sampled date.

The survey was conducted using a six-part, 38 item structured questionnaire. Data were collected in Nigeria between December, 1979, and April, 1980, and were analyzed at the University of Minnesota.

Some basic conclusions were drawn as summarized below: (1) Nigerian national dailies published more news about developing nations than they did of developed nations. (2) There is a significant difference between the total number of stories of Nigerian dailies devoted to positive or negative news about developed or developing nations. More negative stories were published about developed countries than positive ones, and the reverse was true for the developing countries. (3) There are fewer stories about the Western World than about other regions of the world combined. (4) The number of column inches devoted to news about the Western World were greater than those for the other regions of the world. (5) News about all developing nations combined was significantly less in terms of column inches than for all developed nations. (6) There was a significant disagreement among the Nigerian journalists on the issue of "imbalance" in the flow of news between the developing and the developed nations.

The opinion expressed by Nigerian journalists in this study is that they don't need those negative news items and as such, they don't use them, as we found, and at the same time, that international news should be mainly about economic considerations. (Responses to Questions 17-24 support this position.)

The Nigerian journalists perceive their readers as internationalists who are very keen about events in other countries.

## A CONTENT ANALYSIS OF IRANIAN DAILY NEWSPAPERS BEFORE, DURING, AND AFTER THE 1979 REVOLUTION

Order No. 8102353

BADII, NAIIM, PH.D. *Southern Illinois University at Carbondale*, 1980. 355pp. Major Professor: Dr. L. Erwin Atwood

The purpose of this study was to compare the similarities and differences of news content of major Iranian daily newspapers before, during, and after the 1979 revolution. A modified version of the instrument designed by Schramm and Atwood was used for three separate but related analyses: (1) a comparison was made among the Iranian papers of the pre-revolutionary period, 14 Asian papers, and four international new wires in regard to content category choices; (2) the Iranian papers were examined within and across the three time periods in regard to their choice of content categories, news sources, styles, and country groupings; (3) several research questions were analyzed in regard to the flow of international news from other nations into Iranian papers. Seven hypotheses and seven research questions were proposed and examined.

To make possible a comparison between the Iranian papers of the pre-revolutionary period and the Asian newspapers and the news wires, the newspapers of this period were selected during the same week of the Asian study, conducted by Schramm and Atwood in Hong Kong. For each of the periods during and after the revolution, one week was randomly constructed and issues of three dailies were selected.

The three time periods exhibited three different political atmosphere and influence upon the newspapers. Before the revolution, editors' news selection was influenced, in part, by the restrictions that the government imposed upon them as a result of censorship. During the revolution, newspapers seemed to be absolutely free to report whatever they wished. While there were no explicit controls from the government, there was pressure from the public. After the revolution, control and pressure upon newspapers was mostly internal, i.e., from staff members. There were still pressures from the public which wanted the newspapers to follow the "path of the revolution."

Findings included: (1) The over-all news structure of Iranian papers before the revolution, in terms of content categories, tended to be similar to that of East and Southeastern Asian newspapers (tau = 0.60, $p < .01$) and the international news agencies (tau = 0.61, $P < .01$) when the domestic news was excluded. (2) Over-all, the news structure of the Farsi language newspapers tended to be similar within each study period, but different from the English language papers. However, newspapers seemed to have similar news selection patterns for domestic news as well as news of Third and Nonthird World countries when jointly involved in a news story. (3) The over-all structure of news, in the composite Iranian paper, across the three study periods, appears to be domestic government, economic, foreign relations, crime, judicial, military, political violence, sports, art, and culture, excluding the news related to the revolution. (4) International news as well as domestic news was overwhelmingly straight news rather than analytical. (5) International news was concerned with big power nations, and the news flow tends to be unidimensional, from larger nations to the smaller ones, rejecting the argument that physical distance among nations plays a significant role in the flow of international news. (6) Over-all, and across the three time periods, the news selection patterns of the Iranian editors had a tendency to revert to that of the period before the revolution. While the composite Iranian paper before the revolution had a negative and non-significant correlation with the composite paper during the revolution (tau = −0.07, $P > .05$), it had a moderate significant correlation with the composite paper after the revolution (tau = 0.45, $P < .01$). The correlation of the composite paper during and after the revolution was not significant (tau = 0.20, $P > .05$).

It was concluded that the nature of events, and the political process along with the news media's acquired freedom, dominated other factors in changing the news selection pattern of Iranian editors during the revolution. Whether the trend toward the original news selection pattern will continue, as news media's freedom diminishes and the government becomes more authoritarian, remains to be seen.

## THE EFFECT OF SOURCE VARIATION UPON CHILDREN'S REACTIONS TO TELEVISION COMMERCIALS

Order No. 8100874

BLASKO, VINCENT JOHN, PH.D. *The University of Texas at Austin*, 1980. 170pp. Supervisor: John H. Murphy

The primary problem addressed by the study is the effect that various presenter sources have upon children's understanding of commercials and the associated effects upon their attitudes toward the commercial and behavioral suggestions advocated in the commercial. The purposes served by the investigation are the exploring of age related differences in children's understanding of and reactions to commercials and the providing of additional insights into the overall effects of television advertising directed to children.

To investigate the problem and achieve the purposes of the study, children aged 5-6 and 9-10 were divided into groups and shown commercials (directed specifically at children) that varied only in the identified source of information. The sources utilized in the study were the following: (1) animated super-hero source, (2) animated animal source, (3) real-life peer source, (4) real-life authority source, and (5) a control commercial (a commercial in which no presenter source was seen or identified). Each of the source commercials was spliced into a children's program consisting of three cartoons and an additional commercial that was also produced specifically for the study.

After the children had viewed the commercial, they were asked ten questions in order to assess their ability to recall information contained within the ad. The children also expressed their attitude toward the commercial message on a five-point smiling face scale. The behavioral response was assessed by giving the children the opportunity to select the product advertised in the source commercial.

The results of the study led to the following conclusions: (1) For the older age group, the real-life peer source promoted significantly greater levels of recall and desire for the advertised product. (2) For the younger age group, the animated superhero source promoted significantly greater levels of recall with selection of the advertised product approaching significance. (3) Real-life sources, within the older age group, were significantly more effective in promoting recall and desire for the advertised product. (4) Older children are more capable of recalling information contained within the commercial than are younger children. (5) There is no significant difference in choice of the advertised product between the two age groups.

The findings of the study suggest that both the source used within the commercial and the form of the commercial play an important role in determining the reactions of children to television commercials.

## INTERNATIONAL NEWS COVERAGE ON U.S. TELEVISION NETWORK NEWSCASTS: A GRATIFICATIONS STUDY

Order No. 8112051

BOAPO, SAMUEL TWUMASI KWAME, PH.D. *Michigan State University*, 1980. 231pp.

This research examined the range of motivations which underlie exposure to international news coverage on U.S. commercial television network evening newscasts. The main premise of the study was derived from the uses and gratifications perspective of audience media behaviour. In the uses and gratification perspective, audience members have a dynamic, purposeful and goal-oriented role in the international news communications process. The gratifications model is based on the theoretical assumption that audience members have sets of perceived socio-psychological needs which they seek to gratify in their media behavior.

The study specifically investigated motivations for watching international news reports as they relate to (1) attention to international news reports on the newscasts; (2) antecedent audience characteristics; (3) dependence on television network for international news and (4) perceived helpfulness of the coverage towards understanding international events.

The data were collected by telephone interviews among a sample of 276 respondents in the Greater Lansing Area during the last week in July 1980. The data were analyzed by factor analysis, Pearson product-moment correlation, partial correlation, t-test of difference between two correlations and multiple regression analysis. Eight hypothesized relationships were examined. The data confirmed five of the hypotheses; the other three were not supported.

A factor analysis of the responses yielded two underlying dimensions of motivations for watching international news coverage on the newscasts. The first was a Cognitive or Surveillance Dimension which suggests that some respondents watch the news reports primarily to fulfill their perceived needs for information about events which may cause conflicts in the world, to see how foreign countries deal with each other, to keep track of changes in U.S. relations with other countries and to learn about how world events may affect their lives. The second was an Affective Dimension which indicates that some respondents watch international news reports on the newscasts primarily as a source of communication-pleasure, to meet their perceived "ludenic" needs. They find it exciting to watch the reports about event in other countries, they enjoy watching different people in different situations around the world and they find the pictures about foreign people and places interesting to watch. Other findings of the study are: (1) There is a positive but weak correlation between respondents' gratification-seeking and their attention to international news reports on the newscasts. (2) Respondents who reported information-related motivations for watching the coverage and those reporting less information-related motivations showed no statistically significant difference in their attention to international news reports on the newscasts. (3) Six predictor variables studied--education, age, sex, interest in foreign news topics, cognitive and affective gratifications--accounted for only a small portion of the variance in respondents' attention to international news reports on the newscasts. (4) A positive relationship exists between respondents' interest in foreign news topics and both their cognitive and affective gratification-seeking from international news coverage on the newscasts. (5) A negative association exists between respondents' educational level and their cognitive and affective gratification-seeking from the coverage. (6) Respondents' dependence on television network for international news was positively related to their cognitive and affective gratification-seeking as well as their perceived helpfulness of the coverage towards understanding international news events. (7) Both the primarily cognitive gratification-seeking respondent and the primarily affective gratification-seeking respondent perceive the coverage to be helpful in their understanding of international news events.

## AN ETHNOGRAPHIC STUDY OF THE "PRAISE THE LORD CLUB"

Order No. 8110489

BOURGAULT, LOUISE MANON, PH.D. *Ohio University*, 1980. 387pp. Director of Dissertation: William Miller

The electric church, a new form of religious broadcasting which emerged largely in the 1970s, is a brand of slickly produced religious TV fare set in entertainment formats. This study examines the relationship between the electric church and American society. It focuses, in a case study, on the "Praise the Lord Club," a popular religious talk show.

The case study approach has been widely used in the field of symbolic anthropology, a branch of anthropology which examines the relationship between social systems and the symbolic forms they create. Using an approach borrowed from the work of symbolic anthropologist James Peacock, this study made, first, a detailed investigation of the program, i.e., the symbolic form and, second, an analysis of program use by members of four religious groups and one religious aggregate.

The analysis of the program was conducted on two levels: first, on the level of form and, second, on the level of content.

The program analysis revealed that the "PTL Club," in both form and content, is performing one of the classical social functions of the mass media; it is correlating the socio-symbolic world-view of fundamentalist Protestantism with the socio-symbolic world-view of "mainline" Protestantism. The "PTL Club" performs this correlational task by presenting fundamentalist religion in a moderate manner acceptable to mainline Protestants any by presenting worldy styles in a manner acceptable to fundamentalists.

In-depth interviews were conducted with "PTL Club" viewers found in four churches whose belief and worship styles represent four distinct points on the fundamentalist-modernist continuum. These churches included the United Pentecostal Church, the Wesleyan Church, the First Presbyterian Church, and the Epiphany Episcopal Church. In addition, several charismatic Christians, unaffiliated with the aforementioned churches, were also interviewed.

Interview questions focused on the religious history and socialization of respondents, their religious and moral beliefs, their religious behaviors and practices, and the uses they make of the "PTL Club" and the gratifications they obtain therefrom.

Data obtained in the interviews were analyzed on three levels of social action: the personal level, the institutional level, and the socio-structural level.

Personal usage patterns found in the investigation can be profiled generally in one of three ways: a casual or "entertainment" use, a "committed" or ritual use, and a social, or "para-social" use.

Entertainment users tend to be Christians (usually fundamentalists) who are well-integrated in their home churches. Committed users tend to be persons with either fundamentalist or mainline backgrounds who are dissatisfied with their present "home denomination." Para-social users are lonely people seeking vicarious social integration through the program.

Information obtained in the interviews revealed that on the institutional level the "PTL Club" operates, in conjunction with other factors, to secularize fundamentalist religious groups, and that it interacts with the Charismatic Movement, a movement of religious revival which is bringing fundamentalist resurgence to mainline churches.

Finally, on the socio-structural level, the "Praise the Lord Club" was examined within the historical context of religious revivalism and socio-historical processes of secularization. The "PTL Club" and, more generally, the electric church, are shown to be a part of a larger revival movement. The movement itself, however, is fraught with secularizing trends.

## NETWORK AND NATIONAL SPOT ADVERTISING SUPPORT OF COMMERCIAL TELEVISION IN THE UNITED STATES: HOW THE COST IS DISTRIBUTED AMONG THE POPULATION ACCORDING TO SEVEN DEMOGRAPHIC DIMENSIONS. (VOLUMES I AND II) Order No. 8103045

BRADLEY, OSCAR LESLIE, PH.D. *Ohio University*, 1980. 727pp. Director of Dissertation: Drewrey O. McDaniel

The purpose of this study is to describe how the costs of supporting commercial television in the U.S. are borne by different sectors of the public. The description is accomplished, in part, through the construction of sets of indices for seven demographic dimensions: Household Income, Age, Educational Level, Job Classification, Race, Marketing Region, and Locality Type. The indices give an estimate, in proportional terms, of how much persons of different demographic descriptions pay for television. The results are given both on a per capita basis and in dollar estimates of support. The results also show how the manner of support differs by examining the mixes of products purchased by typical persons in different demographic categories.

In a real sense, commercial, over-the-air, non-subscription television in the U.S. is not "free" to the public. Commercial television is supported almost exclusively by the sale of advertising. Advertising represents a real cost which must be recovered, even though advertising may be an efficient marketing tool which can result in the utilization of production economies of scale. One may consider that consumers of goods advertised on television ultimately pay for that advertising through an unavoidable "tax" built into prices of products.

The method of study related the demographics of buyers of advertised products to the proportions of retail sales of those products that go to television advertising. Advertising from national sources--network and national spot--which account for approximately three-fourths of commercial television's revenue, were recovered. Axiom Market Research Bureau's *Target Group Index* was used for data on the demographics of buyers. Retail sales estimates, used in various weightings, were gathered from numerous industry and government sources. Estimates of advertising by product categories were developed by Broadcast Advertisers Reports. The year 1975 was studied. Variance estimates were used to test for significant differences among the indices for different intervals within each of the demographic dimensions.

The null hypotheses are rejected for all seven dimensions studied. The greatest differences among indices--and thus an indication of the greatest disparity of support--occurred for the Age and Household Income dimensions. Generally, the higher one's income, the higher the index and the more was paid to support television. Differences in terms of age were highly correlated with the income of persons in different age brackets, the greatest per capita television support coming from persons 35 to 49 years of age.

Even though television support increases absolutely with rises in income, persons with lower incomes pay a greater proportion of their incomes to support television; advertising support for television takes the form of a "regressive tax." Whereas persons in the income bracket of $25,000 or more per year spend only about one tenth of one percent of their incomes to support television, the figure for persons with household incomes of less than $4,000 per year increases to more than seven tenths of one percent.

Differences among the indices according to Race were quite small despite the fact that very large differences in household income are associated with race in the U.S. The proportion of household income going to support television for blacks is more than one and a half times that of whites.

On other dimensions: television support increases with increases in the level of formal education; the job classification of Craftsman/Foreman has the highest index, persons Not Employed has the lowest; states in the South East and South West have higher than average indices, the West Central states have the lowest; persons in SMSA Suburban locality type have a slightly higher index than other locality types.

This study indicates that the costs of supporting commercial television does vary considerably, according to a person's position on several demographic scales. The impact of this disparity in how the costs are borne is a subject that deserves the attention of broadcasters and policy makers.

## COVERT OBSERVATION AS A MEANS OF MEASURING THE AFFECTIVE STATES OF TELEVISION VIEWERS: A VALIDATION STUDY Order No. 8103027

CAIRNS, DONALD IAN, PH.D. *Ohio University*, 1980. 216pp. Director of Dissertation: Drewery McDaniel

There appears to be a relationship between affective state and behavior such that knowledge of a subject's affective state may be at least partially predictive of that subject's subsequent behavioral tendencies. If a subject's affective state can be accurately inferred from the subject's facial expression, non-intrusive observational paradigms using two-way cable television become possible. Such paradigms may be of some use to the television effects researcher. This experiment attempts to validate covert observation of facial expression as a means of accurately inferring the affective states of subjects watching television by themselves.

The experiment was done in two phases. In the first phase, under a suitable cover story, 40 viewers came to the experimenter's home and were shown stimulus presentations taken from commercial television. Viewers' facial expressions were covertly videotaped while they watched the stimulus presentations.

Viewers completed affect inventories, based on aided recall, that represented their self-perceptions of affective state (SAS) during pre-selected ten-second segments of the stimulus presentations. Four different stimulus presentations were used, to ensure a variety of affective arousal. Each viewer saw only one stimulus presentation.

In the second phase, the videotapes obtained in phase one were edited to provide "judge stimulus tapes" containing 40 ten-second segments of viewer facial expression. Before viewing the "judge stimulus tapes," 30 judges were divided into three groups on the basis of their scores on the Profile of Nonverbal Sensitivity (PONS) test. Half of the judges were given a brief training session in the interpretation of facial expressions, the other half serving as a matched control group to measure training effects. Judges then viewed the videotapes of viewers' expressions, and filled out affect inventories that represented judges' perceptions of viewers' affective states (JAS). JAS scores were subtracted from SAS scores, ignoring the signs. The resulting absolute difference scores were compared by analysis of variance for each affect category on the affect inventories, to determine the effects of training and testing. Stepwise multiple regressions examined the relationship between SAS and JAS raw scores. The proportion of perfect agreement between SAS and JAS scores was also calculated.

The results of the ANOVAs indicate that PONS appears to be an inappropriate instrument for predicting relative abilities to infer the affective states of persons watching television by themselves, on the basis of their facial expressions. The ANOVAs also indicate that the training used appears to sensitize judges slightly (though not significantly) to the possible presence of affect. The other analyses performed indicate that judges tend to perform above chance levels, but do not achieve useful levels of accuracy, possibly a result of the affect inventory used in the experiment. The experiment discovers a number of sources of measurement error which must be overcome if this methodology is to be of any practical value.

The results of this experiment suggest that the relationship between facial expression and affective state is of a considerably more complex and subtle nature than is assumed in many experiments in the field.

THE PAY TELEVISION CONTROVERSY: AN ANALYSIS OF FEDERAL AND NEW YORK STATE REGULATION OF SUBSCRIPTION TELEVISION, PAY CABLE AND MULTIPOINT DISTRIBUTION SERVICE Order No. 8023401

CONOVER, PETER DODDS, PH.D. *The University of Wisconsin - Madison*, 1980. 470pp. Supervisor: Professor Don R. LeDuc

This case analysis of federal and New York State regulation of pay television examines government policies affecting subscription television, pay cable and multipoint distribution service. To provide background for the study, each of these pay systems is examined in terms of the major factors which influenced its development, the technological basis of its delivery system, the nature of its pay programming and the advantages and disadvantages each system comparatively offers to consumers. The FCC's subscription television and pay cable policies are analyzed in terms of the underlying rationale, assumptions and legal precedents for their passage. Factors which influenced the formation of these policies, including the interaction of the FCC, Congress, industry representatives, as well as private and public interest groups, are also addressed. Central to this analysis is an examination of the jurisdiction of the FCC to regulate pay television and an analysis of the First Amendment and anticompetitive issues raised by the federal policy. On the state level this study addresses the issues raised by New York State and New York City regulation of MATV systems and the subsequent impact on the distribution of pay television via MDS. The authority of state and local government agencies to regulate pay television and the First Amendment and anticompetitive issues raised by the state policy are also examined.

This study concludes that the FCC lacked authority to regulate pay cable, that the pay television policies seriously infringed upon the First Amendment rights of subscription television pay cable programmers and that the pay television policies were based upon a philosophy of protecting established broadcast economic interests rather than meeting broader public needs and interests. The Commission's protective attitude toward commercial broadcast interests, the lack of an adequate regulatory framework and the absence of an analytical ability to evaluate communication innovation resulted in lengthy delays before the FCC authorized subscription television and pay cable only as supplementary services to the established commercial industry, to promulgating communication policy inconsistent with past FCC decisions and objectives and to imposing programming rules that were highly arbitrary in their formation.

Involvement of New York State and New York City in the regulation of MATV systems and multipoint distribution service represented a direct conflict with federal interest in the regulation of MDS as an interstate communicate service. Attempts by the New York City Bureau of Franchise to limit the public to receiving pay television only by city franchised cable systems threatened both the First Amendent rights of pay television programmers and the rights of consumers to select pay programming from the medium best suited to their needs. In developing this policy, New York State and New York City officials failed to justify their authority to regulate competition between pay television services and to address the potential benefits of competition between pay services.

This study argues for broad reform of the Communication Act and the methods by which the FCC evaluates communication innovations. There is a need to insulate the Commission from excessive pressures from both government officials and the commercial broadcast industry, to increase the agency's access to information and its ability to process this information, to increase its capacity for long term policy planning, and to separate the agency from its perceived responsibility to protect the economic interests of those industries it regulates. Further, it is essential that a new regulatory framework clarify the responsibility of federal, state and local governments to respond to new communication technology in a way that maximizes freedom of expression and diversity of services to meet the needs of the public.

SUPREME COURT INTERPRETATIONS OF 'PUBLIC INTEREST' IN BROADCAST DECISIONS: 1927 - 1979 Order No. 8101774

CRANE, JON STEPHEN, PH.D. *University of Massachusetts*, 1980. 197pp. Director: Professor Maurice E. Shelby

A lack of regulatory clarity in the application of the term "public interest" in broadcast regulation has been the source of great rancor among the members of the broadcast industry, the Federal Communications Commission, the courts, and communications scholars during the history of broadcast regulation. This research has examined a systematic corpus of evidence--the twenty-nine broadcast decisions handed down by the United States Supreme Court between 1927 and 1979--in an attempt to discover consistencies or inconsistencies in the application of "public interest" as the regulatory standard to the broadcast issues which have come before it.

A computer-assisted inventory method was developed by which occurrences of the phrase "public interest" could be identified within the text of the Court decision along with key words and phrases which gave meaning, via content analysis, to the Court's application of the term. Additionally, using a factor-approximation technique, concomitant issues of broadcasting in the public interest were identified and reported as well as a relative weight of each issue before the Court over time.

The results of this research demonstrated that the Supreme Court has been relatively consistent in applying "public interest" to broadcast issues within the larger context of First Amendment theory which ensures the promotion of the Common Good by developing a fully-informed public. Additionally, the results of this research identified thirty key issues which have been debated before by Court during the history of broadcast regulation.

The conclusions of this research pointed to the fact that, given the consistency of application of "public interest" by the Supreme Court, broadcasters, regulators, legislators, and scholars will have to turn elsewhere (to the Congress, for example), for fundamental changes in the process and structure of broadcast regulation. Thus, based on this research, it was reasonable to assert that the Court will continue to place the public welfare of the listening audience before the private interest of the broadcaster even when public interest conflicts with the economic realities of the modern broadcast market.

FILM TALK: VIEWERS RESPONSES TO A FILM AS A SOCIALLY SITUATED EVENT Order No. 8107724

CUSTEN, GEORGE FREDERICK, PH.D. *University of Pennsylvania*, 1980. 309pp. Supervisor: Larry Gross

The present study describes patterns of viewer verbal responses to a film. Specifically, there were three main foci of investigation; (1) what are the kinds of verbal responses that viewers may make in regard to a film?, (2) how viewers make, or negotiate, meaning from a film through talk in self-selected peer groups, and (3) what is, broadly speaking, the social weight--the importance--accorded film behavior (going to films, interpreting and talking about films) in relation to other kinds of social behavior?

The film used in the study, Jonathan Demme's *Citizens Band* (U.S., 1977) was selected because in most respects it was like the films viewers could see at commercial, first-run movie theatres. As previous research concerned with "meaning" and film had narrowly defined the possible kinds of verbal responses viewers could make to a film, and had used short, amateur films as their "stimulus", my concern was to use real viewers responding to a real film to see if so-called statements of "intrinsic worth" (interpretations) were the predominant form of verbal response viewers make in regard to a film.

To test this set of assumptions, informants were obtained through middlemen. This selection was done in line with a model of interpretive behavior developed by Sol Worth and Larry Gross (1974). This model suggests that viewer experience with a symbolic mode--here operationalized as "Heavy" and "Light" film attendance--leads to distinctly different processes of interpreting articulations within a given

communications mode, code or medium. It would follow from this model that differential use of a medium (heavy and light viewing) would provide an analytical context for examining different patterns of verbal response to a film. It was further hypothesized that the Worth/Gross definition of "communicational meaning" (inference/implication) only encompassed a narrow spectrum of actual viewer responses to film in situations other than laboratory or quasi-laboratory settings.

A total of 43 informants, in twelve groups (self-selected) saw the film. They were told they could talk for as long or short a duration as they desired about any aspect of the film. Their talk, after the film, was tape recorded without the researcher present. In addition, each informant was interviewed singly at a time after the group screenings to obtain data on individual viewer's attitudes towards film. All interviews were transcribed and coded, utilizing a coding scheme developed from similar pre-tests with the film *Hester Street*.

Of some 500 verbal responses to the film, less than 11% were what Worth and Gross refer to as "inferences". Rather, informants largely *evaluated* selected "parts" of the film and assessed them in lines which were congruent to prior real-life experiences and *not* in accordance to rules of inference/implication "set up" by the filmmaker. Less than half of the talk about the film was concerned with events within the cinematic frame. Rather informants used events in the film as an opportunity to tell stories about their own experiences. Such talk was only loosely connected to the Worth/Gross concept of "communicational meaning". In addition, talk about the film was likely to be couched in non-specific language, employing metaphoric phrases rather than an available specific vocabulary to describe events within the frame.

These data suggest that public, non-academic responses to a film are likely to be responses *through* film rather than specific interpretations of a film. Talk about film, as a form of viewer response, appears to be another way viewers, as social beings, use a part of the symbolic environment (a film) in terms other than the "message" orientation implicitly presumed to be a main function of film and film interpretation. Concepts about the processes by which people derive communicational "meaning" from a film should be recast to consider how a film is *meaningful* to viewers in interaction with others away from a particular duration of contact with a film and an audience.

## A DEVELOPMENTAL STUDY OF CHILDREN'S UNDERSTANDING OF TELEVISION REALITY Order No. 8102820

DILLMAN, ARLINE SPEELMAN, PH.D. *University of California, Los Angeles*, 1980. 233pp. Chair: Professor Norma D. Feshbach

Although television has been widely recognized as an important socializing agent in the lives of American children, the child's own experience of television, including television reality, has received little research attention. In addition, perceived reality has been suggested as a mediating variable in determining behavioral effects of television viewing on children: what is real may be more powerful than what is not real in influencing behavior following viewing.

It was the area of television reality, from the child's perspective, which was the focus of this study. Two specific research questions were addressed: (1) Do children make distinctions between television reality and nonreality? and (2) What criteria do children use to make this assessment of television reality? In order to determine the child's perspective of television reality, individual, open-ended interviews were conducted with 80 white, middle class children (40 each at ages 5 and 8, equally divided by sex). The nonscheduled, standardized interview included questions relating to children's judgments of the reality of six television content areas (television in general, series programs, cartoons, news, game shows, and commercials); three print media forms (books, fairy tales, and newspapers); children's justifications of these judgments; and specific questions regarding use of actors, understanding of cartoons, and congruence with personal experience.

Data from the interviews were categorized and coded to determine the criteria the children actually used in judging television to be real or nonreal. Analysis included primarily the tabulation of frequency data, and, where appropriate, chi-square, t-tests, and tests of the equality of proportions. Results, presented in 56 tables, indicated that television reality, for the children in this study, was complex, with children's judgments and justifications for these judgments varying with program content and with age. In general, cartoons were judged to be not real, while game shows and news were judged to be real by both age groups. Judgments for series programs, commercials, and television in general were more varied. Commercials were most frequently judged to be real by the younger children and both real and not real by the older children. Series programs were most frequently judged to be real by the 5-year-olds and not real by the 8-year-olds. For television in general, although the most frequent assessment for both age groups was that it was both real and not real, more older children made this judgment. Although the children in this study had no difficulty making distinctions between television reality and nonreality, the older children were more likely to judge television both real and nonreal and to use more reasons in justifying their judgments than the younger children.

The most frequently cited justifications or explanations used to assess television reality were as follows: generalized statements regarding realism, use of people, congruence with personal experience, use of cartoons, citing events that happen, naming concrete objects, live programming, animation, actors, and the concept that the news is, by definition, real. Age-related differences in the use of these justifications were identified and discussed. The highest frequency justification for the 5-year-olds was the use of people, while the 8-year-olds most frequently utilized generalized life-like statements. Children's judgments and justifications for the reality of print media were compared with those for television.

General characteristics of children's thinking regarding television reality were discussed and related to a Piagetian developmental framework. Four dimensions of television reality, based on the data from this study, were identified. These dimensions were program type or content, use of concrete objects, production/technical knowledge, and congruence with the child's conception of the world.

## MEDIA LEARNING AND ADOLESCENT DEVELOPMENTAL TASKS: WHERE YOU ARE IS WHAT YOU GET

Order No. 8011368

FABER, RONALD JAY, PH.D. *The University of Wisconsin - Madison*, 1979. 192pp. Supervisor: Professor Jack M. McLeod

This study investigated how individuals react to an entertainment media presentation of a problem or decision they are currently facing in their own lives. Of central concern was the role of individual differences in personal decision making on viewers' reactions to a relevant program. The specific problem examined was the decision of whether or not to go to college.

Adolescents' expected outcome for a decision (future plans) and a typology assessing where they are in the decision making process (resolution status) were expected to relate to their reactions to a relevant television program. The resolution status typology is based on two dimensions of decision making: (1) the degree of commitment to one specific option; and (2) how much information has been gathered about the decision.

Following exposure to a stimulus program, recall of information central to the college decision and recall of extraneous (incidental) information were measured. Data were also gathered to assess evaluations of the arguments presented, perceptions of the realism of the characters and situations shown, and cognitive responses (thoughts that occurred when different situations were presented in the program).

Subjects for this study were 136 ninth and eleventh graders attending public school in Muscoda, Wisconsin. Data were collected in two sessions occurring one week apart. In the first session respondents completed a questionnaire to determine their resolution status category and future plans. In the second session, the students saw a 25-minute videotape presentation and filled out a questionnaire designed to measure their reactions to the program.

The findings were generally supportive of the hypotheses. Students who were high on the information gathering dimension recalled significantly more central information. This relationship remained after controlling for grade, sex and future plans. Students expecting to go to college also recalled significantly more central information. Recall of incidental information was not significantly effected by resolution status or future plans.

Students intending to go to college perceived the stimulus program as being more realistic than the other adolescents. These students also evaluated arguments favoring their own future plans more highly than arguments opposing what they expected to do. For students who anticipate working after high school, the difference in ratings of pro- and anti-college arguments were negligible.

Three types of cognitive response variables (projections, connections and counterarguments) were examined. Projections occur when people imagine how they will react to some situation in the future. Students who were low on both of the decision making dimensions made significantly more projections to pro-college arguments than students who were high on both dimensions. College bound students also made significantly more projection responses.

Connection responses refer to mental linkages between content in the stimulus program and a similar experience or situation known to the respondent. Counterarguments are defined as mental attempts to refute or downplay the message presented. Students who were high on information gathering produced more connections to pro-college arguments. Students high on the commitment dimension gave a greater number of counterarguments to anti-college arguments and all arguments combined. Additionally, students gave significantly more connection responses to arguments which agreed with their own future plans and counterargued more with arguments opposing what they planned to do.

The implications of these findings for the overall model and suggestions for future research in this area are discussed.

## THE DYNAMICS OF COMMUNICATION AND INFORMATION IN GROUPS: THE IMPACT OF TWO-WAY CABLE TELEVISION IN ORGANIZATIONS

Order No. 8106138

FREDIN, ERIC STARIN, PH.D. *The University of Michigan*, 1980. 248pp. Chairman: Peter Clarke

A theory of communication concerning complex ideas is developed using data from a field experiment testing the effectiveness of interactive cable television in increasing the diversity of new ideas in work groups. The theory specifies conditions under which interpersonal communication within groups can actively suppress and actively enhance the diversity of ideas. The communication measure does not tap sheer volume of communication. The theory also specifies conditions under which computer-based and other interactive communication systems can suppress rather than enhance the diversity of new ideas in a group.

The field experiment tested the effectiveness of interactive cable television in disseminating new teaching ideas among grade school teachers in one school system. Results, however, are generalized to other professional groups in organizations. Fourteen schools had the interactive television system; 12 had regular televisions; 15 served as controls. Viewers in the interactive treatment could respond to multiple-choice questions by using a terminal. Viewers then received responses consisting of the distribution of answers made by all current and previous users. Viewers of the regular televisions saw the questions but received no responses.

The programs were developed almost entirely by respected teachers in the school system. These teachers were located using sociometric questions. Programs included classroom demonstrations and discussions with teachers. Each of eight programs was shown several times a day for a month. Sequencing was the same in both treatments. Data come from personal interviews done after all programs were shown.

The major variable, communication differentiation, taps a facet of communication that occurs only among three or more persons. Differentiation is rooted in three observations: persons talk with one another with different frequency; the diversity of discussion about one topic varies; frequency and diversity are independent. Differentiation is measured using a sociometric question that allowed teachers and principals to nominate all others in their building they talked to about teaching ideas at least once a week. Differentiation is a measure of the skew within each building in the distribution of the number of nominations received. Median scores varied little; variance is correlated with school size. The greater the number receiving a high number of nominations, relative to their school median, the lower the communication differentiation.

The dependent variable is the diversity of teaching ideas within a school. It is based on a 52-category content analysis of open-ended questions about new ideas. Up to 51 category mentions were coded for each respondent. Communication differentiation and the maximum diversity of ideas within schools do not correlate with school size, evidence that the communication theory is different than theories of formal differentiation in organizations.

In the interactive schools, the lower the differentiation, the greater the maximum diversity of ideas. The opposite was found in the control schools. Correlations are .39 and –.55 respectively. Under certain conditions, use of the interactive system also can suppress rather than enhance the diversity of ideas. The analysis reveals a pattern of correlations indicating that communication differentiation regulates the amount of diversity of ideas within groups.

Communication differentiation partly controls the communication context that is crucial in developing any general set of ideas and implications individuals must use in thinking about complex situations. Communication differentiation is based on the premise that communication necessarily involves both transmission and comparison. Differentiation does not rest on the general premise that more communication leads to more information gain. Differentiation is used to explore ways in which communication processes themselves enhance and suppress the diversity of ideas regardless of the volume of communication.

## SOME EFFECTS OF LEXICAL DIVERSITY UPON JUDGMENTS OF TELEVISION NEWSCASTER ATTRIBUTES AND EFFECTIVENESS

Order No. 8107569

GOEDKOOP, RICHARD JOHN, PH.D. *The Pennsylvania State University*, 1980. 117pp. Adviser: Richard L. Barton

This study originated from an intersection of several previous lines of research. They were: the work of James Bradac and his colleagues on the effects of lexical diversity in spoken and written messages; the work of Basil Bernstein and Claus Mueller in the origins and implications of class-specific speech; and previous content analysis by the author which discovered different language codes presented on network television news.

A research design, instrument and questionnaire were developed to test whether different levels of lexical diversity, as measured by a type-token ratio, in the speech of a modeled TV newscaster would affect an audience's rating of the newscaster and the news program. Student subjects (N = 180) viewed one of the two 3½ - 4 minute newscasts, and then responded to the questionnaire. Statistical analyses were performed to test the level of diversity's effect on ratings of source competence, retention of message, self-similarity to the source, similarity of language use, and perception of anxiety. In varying degrees, all of the null hypotheses of no significant differences were rejected.

The following conclusions were drawn from the research: (1) Lexical diversity significantly relates to receiver judgments of source competence in television newscasters. Newscasters speaking with higher diversity are rated more highly. (2) The effects of lexical diversity on receiver judgments of source competence are primarily attributable to a presentation dimension. (3) The effects of lexical diversity on receiver judgments of source competence are independent of the medium of presentation. (4) Lexical diversity significantly relates to receiver retention of the message in television newscasts. The higher diversity message was more highly retained. (5) Lexical diversity significantly relates to receiver judgments of their similarity to the source in television newscasts. Receivers identify more closely with high diversity newscasters. (6) Lexical diversity significantly relates to receiver judgments of language similarity in television newscasters. Receivers identify more closely with the language of high diversity newscasters. (7) Lexical diversity significantly relates to receiver judgments of anxiety in television newscasters. Lower diversity newscasters are perceived as being more anxious. (8) Cognitive response theory can best explain the ordering of responses that were produced in the study. The research suggests other areas for future work in related areas of television and radio programming, and commercial messages.

## AN INFORMATION PROCESSING APPROACH TO USES AND GRATIFICATIONS

Order No. 8025821

GRIFFIN, ROBERT JOHN, PH.D. *The University of Wisconsin - Madison*, 1980. 249pp. Supervisor: Professor Jack M. McLeod

Research into audience "Uses and Gratifications" of the mass media has traditionally been conducted descriptively, via field surveys. Only recently have attempts been made to describe systematic relationships between the audience's stated exposure motivations and an explanatory framework of other variables. Further theoretical development requires explication and validation of Uses and Gratifications constructs, preferably within the context of a process model that expresses time-order relationships testable in a laboratory and consistent with field study results.

This study applies a resource-allocation stage model of human information processing to the Uses and Gratifications perspective, particularly to three exposure motivations found commonly in the field: Diversion, Surveillance, and Anticipated Communication (the primary independent variables in this study). It is proposed that different information processing strategies are functional for achieving each exposure goal, with different outcomes on cognitive structure and recall. Of particular interest is dependent (primarily) and independent variance in subjective use of mental imagery as a processing strategy.

Use of the media for Diversion (lessening anxiety by keeping personal worries out of mind) could lead strongly to imagery usage, given stimulus material containing descriptive detail and unrelated to one's personal worries. Extensive retrieval of image representations should tax processing resources (effectively excluding thoughts about other matters), and provide a detailed, differentiated, concrete memorial structure (avoiding abstractions that could interact in a diffuse semantic network and retrieve anxiety-related memories), both functional for Diversion. Conversely, Surveillance (keeping up with events and social changes primarily to derive an abstract and relational representation) may lead to avoidance of imagery usage and attendant detail so processing resources can be used to abstract and to relate issues cross-contextually. Anticipated Communication (using the media to prepare for interpersonal discussion) may lead to moderate imagery use (not at the expense of abstraction, however) to achieve better recall of detail for discussion.

An experiment was conducted (1) to determine whether the three orientations can be induced in a laboratory by suggestion, and (2) to test developmentally some of the relationships suggested by the model. Subjects (N = 115), university students, were randomly assigned to one of four conditions in a post-test only, control-group design. After receiving appropriate instructions, subjects read a colorful yet interpretive passage about the extinction of a species and completed the experimental instrument.

A battery of items tapping subjects' reading goals (to confirm and define the experimental orientations) was factor analyzed, revealing three orthogonal factors of Surveillance, Anticipated Communication, and Diversion. Their information-processing dimensions were generally confirmed, although Surveillance did not illustrate cross-contextual processing motivations and Diversion did not show desire for details. Convergence with experimental conditions showed significant, confirmatory patterns for Surveillance and Anticipated Communication only.

The "null" was not rejected for hypotheses suggesting that Diversion would lead to lower state anxiety. Similarly, the hypothesized differences in imagery use, differentiation, and recall of detail were not supported. A tentative interaction ($p < .07$) indicates that males are less likely than females to use imagery processing for learning-oriented tasks (Surveillance and Anticipated Communication). Hierarchical multiple-regression analyses supported the hypothesis that imagery use leads to greater differentiation and the hypothesis that it reduces the likelihood subjects were thinking about other matters while reading the stimulus message.

Initial evidence suggests that further research is warranted regarding systematic differences in information processing strategies (especially imagery usage) for different media use orientations. Variance in message/channel characteristics should be introduced to develop a compatibility model. Validation of orientations and processing strategies requires further explication of constructs as well as stronger--a more refined--experimental procedure, especially for Diversion.

## TOWARD A REEXAMINATION OF THE DOCUMENTARY FILM: THEORY AND TEXT

Order No. 8029415

GUYNN, WILLIAM HOWARD, PH.D. *University of California, Berkeley*, 1980. 297pp.

*I. Documentary Film and the Tradition of Historic Discourse.* Documentary film belongs to the class of social discourses--juridical or historical--which seek to account for actual occurrences in the phenomenal world. Like historiographers, documentarists believe that "truth" will emerge from a strict recitation of facts in the order of their occurrence. However, every piece of documentary footage, like every historical fact, is a distortion of the field of "reality" it purports to represent. The distinction between fiction and nonfiction is largely mythical. Documentary film is always narrative and depends on the *signifying configurations* produced historically by the fiction film. Paradoxically, in order to establish itself as a distinct form of discourse, nonfiction film theory (as a review of the major literature demonstrates) must attempt to situate the documentary film in opposition to the fiction film.

*II. Documentary Film and the Large Syntagmatic Category of the Image Track.* Documentary film is fundamentally dependent on the signifying structures of the fiction film. In light of the historic centrality of the codes of montage, an initial inquiry attempts to establish the applicability of the Large Syntagmatic Category (elaborated by Christian Metz) to the image track of eleven documentary films. Individual analyses of these films demonstrate that the Large Syntagmatic code is adequate to account for their sequential ordering. There are, however, notable and symptomatic divergencies: (1) the tendency toward the displacement of narrative syntagmas in favor of nonnarrative types; (2) the tendency to abandon the narrative ordering of the image track and of the scenario; (3) the ambiguity of syntagmatic types and the ambiguity of their function; (4) the tendency of the displacement of narrative codes to provoke a complex shifting of cinematic and extracinematic codes within the text.

*III. Documentary Film: History or Discourse?* The spectator in cinema is inscribed at the locus of the production of meaning: he identifies with the "creator" of the image, whose place he assumes as subject. This placement of the spectator requires the denial of the film's status as *discourse*: the film presents itself as *history* (as Emile Benveniste defines it): "a story told from nowhere by no one." The nonfiction-effect depends, however, on an intermittent and partial reinstitution of the discursive situation. Documentary cannot exist without story-forms, but its specific effect is constituted at the expense of narrative. The documentary text is heterogeneous, simultaneously discursive and historic. It has two *enunciateds*: one located on the image track, the other produced by the commentary. The commentary possesses marks of enunciation but seeks its own effacement in order to solicit the identification of the spectator. As analyses of texts confirm, it is in the balance of history and discourse that the nonfiction-effect is created.

*IV. The Nonfiction Film and Its Spectator.* The documentary text, with its shifting modalities of enunciation, places the spectator in an ambivalent position. The analyses of such theoreticians as Metz and Jean-Louis Baudry suggest that cinema is a simulation apparatus within which the spectator reenacts an archaic mode of being. The imaginary quality of the cinematic signifier--the absence of the actors and the presence of their image--helps to produce the *filmic state*, which, although belonging to the order of reality, resembles in certain of its features the dream state. Documentary, however, often fails to produce filmic pleasure. We can, in part, account for this failure by documentary's situation as institution and by the myth of its realism--its recognized status as an "historic" discourse. Belief in the "documentary" nature of the image works against the regime of belief which the fiction film exists to produce. Finally, documentary's modalities of enunciation--the heterogeneity of its text--prevent the spectator's occupation of the entire scene of enunciation.

## A GENERIC PERSPECTIVE ON TELEVISED FAMILY DRAMA

Order No. 8102011

HAMER, VICKI ANN, PH.D. *University of Kansas*, 1980. 340pp.

This study seeks to contribute to scholarly rhetorical criticism of television programming. Specifically, it attempts to discover (1) if there is a formula of family drama; (2) how this formula compares to conceptions of formula developed by John Cawelti and Horace Newcomb; and (3) if there are theories to explain the potential impact of formulas of television programming on audiences.

The study is a detailed analysis of representative episodes of *Little House on the Prairie, The Waltons*, and *Family* from the 1977-78 season. A three-stage methodology was created especially for the criticism of television drama, adapted from the dramatic theory of Elder Olson and the system of rhetorical analysis devised by Karlyn Kohrs Campbell. The first stage is a detailed description of dramatic, visual, auditory, technical, and rhetorical components of the episodes. The second stage analyzes the actual audience, the salience of the issues for the audience, and compares the treatment of issues in the episode with the theories and research of social scientists. The third stage compares the formal qualities of these three series to the literary and television formulas described by Cawelti and Newcomb. A formula of family drama emerges which has the following elements: (1) themes are treated didactically; (2) series are set in mythic time; (3) series profess traditional values; (4) characters are stereotypic; (5) technical and dramatic devices are employed in a chichè manner; (6) themes are highly salient for the audience; (7) outcomes are predictable; (8) families are stable and supportive.

The characteristics of the formula limit family dramas aesthetically. Plots are didactic presentations of themes; characters and roles, as well as technical elements, are cliches. When compared with social scientific research, the causes and cures of contemporary problems are presented inaccurately and simplistically.

The potential impact of television formulas is explored through the work of Ernest Bormann on participation in and motivation created by fantasy themes and rhetorical visions; the similarities between dreams and television drama described by Peter Wood; and the research of George Gerbner and his associates demonstrating that heavy television viewers, regardless of education and consumption of news, among other variables, develop conceptions of reality that are skewed by the distortions of television programming.

## PRIVACY AND MEDIA ENCROACHMENT

Order No. 8101699

HART, MARY JOHNSON, PH.D. *University of Denver*, 1980. 321pp.

The purpose of this study was to investigate the individual's claim of privacy specifically the right to be let alone by the media. Primary legal documents were used to provide an analysis and definitive statement of the legal parameters of the right.

Privacy can be granted legal protection in three ways: constitutional interpretation (federal and/or state), common law development (judicial history), and acts of legislation (state and federal).

Privacy is a right which has been granted legal protection by the Supreme Court of the United States. The zones of privacy surrounding the individual have been given federal approval in specific areas: sexual conduct, contraception, education, and family relationships. The U.S. Supreme Court has stated that the more general right of privacy, the right to be let alone by other people, has been left up to the individual states.

The majority of U.S. judicial jurisdictions have adopted Prosser's delineation of privacy into four distinct torts: physical intrusion, commercial appropriation of name or likeness, public disclosure of private facts, and placement of a person in a false light in the public eye. These four aspects have been further distilled into property rights (intrusion and commercial appropriation) and personal rights (public disclosure and false light). The latter claims have been construed as the right to control circulation of information about oneself, and it is this interest in personal autonomy which comes into conflict with the constitutionally guaranteed press right to publish information in which the public has a legitimate interest. The question became: which is more important, the protection of society by a free and unfettered press or the individual's right to be let alone.

In the development of the common law right of privacy, the courts have balanced the conflicting privacy/press interests using a scale of newsworthiness: legitimate public interest. This judicially evolved criteria was used to discern legal standards and principles which have emerged in the balancing process.

The press has been given virtual immunity in reporting accurate facts related to public records, public officials, and public issues. In weighing dissemination of information in other areas, the majority of U.S. courts have adopted the Restatement of Torts (II) guidelines: (1) the matter must be published, i.e., publicly disseminated; (2) facts disclosed must be private and/or personal in nature; (3) material published must not be offensive to a person of ordinary sensibilities. The enumeration of these widely accepted legal standards was supplemented by a discussion of trends which have emerged in the major U.S. judicial jurisdictions (New York, California, and Illinois).

In addition to an elucidation of principles which have emerged in the development of the common law right of privacy, the present study examined state statutes and state constitutional provisions enacted to protect the individual's interest in privacy. Five states have adopted laws limited to the prohibition of commercial appropriation of a person's name or likeness. Ten states have enacted consitutional provisions to protect privacy, but only three amendments protect the general right to be let alone.

It has been conceded that privacy is a right which has been slow to develop into law because it is in direct conflict with countervailing social interests such as law enforcement and free dissemination of information. However, since 1890 when Samuel Warren and Louis Brandeis first urged legal protection for the right, privacy has been given constitutional protection by the Supreme Court of the United States and granted common law recognition in all but three states.

## TELEVISION AND CHILDREN: A RESEARCH AGENDA AND A PROCESS ORIENTED ANALYSIS OF RESEARCH, THEORY, AND METHODOLOGY

Order No. 8109179

HEKALTER, ELEANOR ANNE, PH.D. *The University of Texas at Austin*, 1980. 214pp. Supervisor: Kenneth Kyoon Hur

A process orientation is explicated for both theoretical and methodological considerations in the study of children and television. Notions of process have been espoused, referenced, and/or tacitly acclaimed in mass communication research regarding children in the absence of a full examination of the process orientation. Such an examination is addressed here.

Process is described in terms of transformations. Transformation processes are ascribed to both communication and to the child's social and cognitive development. Symbolic interaction is taken beyond the transmission model of communication which some have regarded as a process model. In its place, a transformational model is described where content is transformed by an individual who constructs rather than receives a message. Similarly, an interactive model of knowledge provides the foundation for transformations of cognitive capability to model the child's social/cognitive development from the process orientation.

The examination of process models through traditional research methods has been inadequate. This methodological inadequacy is addressed in terms of the cause and effect relationship assumed by those research approaches. The cause and effect relationship is redefined from an interactive and transformational process orientation instead of a mechanistic linear one.

Current research is critiqued and an agenda with descriptive scenarios is proposed for future research from the process orientations presented.

## COMMERCIAL BROADCASTERS' PERCEPTIONS OF ENTRY-LEVEL EMPLOYMENT REQUIREMENTS FOR COLLEGE GRADUATES IN THE BROADCAST INDUSTRY

Order No. 8109373

HUDSON, JERRY CHARLES, PH.D. *North Texas State University*, 1980. 197pp.

This study was designed to investigate the value of various entry-level employment skills and areas of knowledge for broadcast education graduates as perceived by commercial broadcasters. Responses were analyzed by mediums and market sizes. Identification of entry-level employment positions available to students graduating with degrees in broadcasting and consideration of the relative value of broadcasting degrees for entry-level positions in four different areas of employment were also studied.

In order to accomplish the purposes of the study, an instrument for collecting data was designed. A pilot survey was conducted to assess the instrument's design, reliability and validity. The instrument used in the main study was very similar to the one used in the pilot survey.

A questionnaire for each medium was constructed to gather data from the commercial broadcasters. The questionnaires were composed of short phrases describing specific skills and areas of knowledge.

A systematic random sample was drawn from the radio and television populations. A sample of 765 radio stations and seventy-five television stations was used in the main study. The sample represented about ten per cent of the radio and television nations listed in the 1979 *Broadcasting Yearbook*.

The sample of stations (for each medium) was systematically assigned to three groups (station managers, program directors and news directors). The sample stations assignment was made using the same methods employed for the systematic random sample.

Survey respondents were asked to indicate the value of each phrase on a five-point Likert scale for the entry-level employment positions. Broadcasters were instructed to respond only with regard to their specific areas of employment responsibility.

Three hundred six commercial broadcasters, representing forty-five states, participated in the study. Analyses of variance were used to analyze the responses by mediums and market sizes.

The results of the survey indicated that a majority of the entry-level employment opportunities for radio and television were found in small and medium market sizes. The most frequently mentioned radio employment positions were in announcing, news, advertising sales and traffic. The jobs most frequently listed in television were studio camera operators, news reporters, advertising sales personnel (small markets only) and office personnel.

Radio broadcasters preferred college degrees in broadcasting for employees in advertising sales and broadcast news. Television employers wanted employees with college degrees in broadcasting for positions in advertising sales, broadcast news and television production.

Radio employers wanted employees with "personal character traits which support worker productivity and harmonious relationships with other employees." Respondents preferred employee proficiencies in typing, announcing, writing advertising copy, commercial production and news writing. Radio broadcasters also wanted employees with knowledge of the FCC's rules and regulations, broadcast advertising and broadcast programming. Radio employers placed little value on knowledge of biology, chemistry, physics and botany. However, the value of specific skills and areas of knowledge varied among entry-level employment positions.

Television broadcasters preferred employees with "personal character traits which support worker productivity and harmonious relationships with other employees." Respondents also wanted employees to understand the FCC's rules and regulations, broadcast advertising, business, broadcast programming, broadcast station management and human behavior. Skills and areas of knowledge related to liberal arts were perceived as having little employment values. However, the value of specific skills and areas of knowledge differed among entry-level employment positions.

## COMPETENCIES FOR INITIAL POSITIONS IN BROADCAST JOURNALISM AS PERCEIVED BY RADIO AND TELEVISION NEWS DIRECTORS AND COLLEGE BROADCAST EDUCATORS

Order No. 8110594

JANKOWSKI, LAURENCE JAMES, ED.D. *The University of Toledo*, 1980. 141pp.

A questionnaire was developed to survey professionals in broadcast journalism to identify competencies expected of colleg graduates entering the job market. There were 329 completed questionnaires returned from 723 news directors and university professors for an overall return of 45 per cent. The population surveyed were all active members of the Radio and Television News Directors Association.

Demographic variables included type of station, size of market, educational background of the respondent, years of experience working as a professional broadcaster and the age of the respondent. All questions and skills were divided into Writing, Performance, Interview and Journalistic competencies.

Among the more significant findings were that the size of the market does not appear to make the difference in how news directors perceive Writing, Performance, Production skills over Writing and Interview skills which large markets stress.

Those with a degree rated Writing and Interview skills higher than Production, Performance and Journalistic skills..

Younger news directors rated Performance, Production and Journalistic skills over Writing and Interview skills. Television News directors perceive Writing and Interview skills higher than radio news directors. Small and medium market stations hire more entry-level reporters than large market stations.

Regarding the quality of educational preparation, those from smaller markets, younger news directors and those with less than 8 years experience rated reporters lower than older, veteran news directors.

In all categories respondents ranked journalistic, writing and interview skills much higher than production skills. Technical production skills such as editing and shooting 16mm film and videotape were ranked at the bottom of the 39 skills.

In the area of Educational Preparedness almost all categories included English and Social Sciences (Government, Political Science, Economic) at the top of their list while ranking Humanities, Race Relations and Natural Sciences at the bottom. News directors and university professors showed a very close correlation in how both groups ranked content courses as well as Educational Preparedness courses.

In the area of internships it was found that the larger the market the more internship programs. Stations with formal internship programs ranked Production, Performance and Journalistic skills higher than those without formal internship programs. Those without formal internship programs emphasized Writing and Interview skills.

## THE MAKING OF THE GLOBAL CONSUMER: TRANSNATIONAL ADVERTISING AND THE MASS MEDIA IN LATIN AMERICA

Order No. 8103525

JANUS, NOREENE ZINFANDEL, PH.D. *Stanford University*, 1980. 214pp.

Historically, the development of the mass media has been linked to the growth of the advertising industry--the principal source of media revenues. This relationship is especially apparent in Latin America where the U.S. model of commercial broadcasting prevails. In most Latin American countries the form and contents of both print and broadcast media reflect the fact that they are used as advertising channels.

The growth of advertising in Latin America is not, however, a spontaneous phenomenon; it is, rather, an integral part of the larger process of the growth of industry and more specifically, the expansion of transnational industry. A historical analysis of the growth of modern advertising inside the United States shows that it has developed concomitantly with industry--especially light consumer goods manufacturing industries. As these firms expanded their production and distribution structures to other parts of the world their advertising agencies

followed right behind them. Global operations of the firm require efficient global communication and marketing structures. The effective marketing of the transnational products depends to a great extent on the advertising strategies developed within the giant U.S. agencies. One of the major consequences of the transnational expansion of the U.S. advertising agencies is the degree of control they have come to exert over the local advertising industries in virtually all the countries with developed consumer markets and extensive penetration by the transnational firms.

The object of this dissertation is to determine the extent to which the transnationalization of industry (which in itself reflects the adoption of a certain model of dependent capitalist development) is associated with the growth of advertising, the growth of the mass media, and the expansion of advertising within the mass media. Part One includes a historical analysis of the development of advertising inside the United States and the subsequent expansion of the major agencies to other parts of Europe, Latin America, Asia and Africa. It includes a discussion of their methods of expansion, the extension of their networks, and the ways in which they have benefited from transnational expansion. Furthermore, it discusses the ways in which the transnationalization of advertising is essential to the global success of the transnational manufacturing firm. A special effort is made to distinguish the organization of global advertising in the era of the transnationalization of industry from that of earlier periods. This part concludes that the transnational expansion of advertising follows the logic of global marketing.

Together, the growth and expansion of both industry and advertising have been associated with increased commercial--and especially foreign industrial--control over the mass media. This control may be observed in several important changes in the mass media of Latin America. Part Two of the dissertation discusses three of these changes: (1) The media industries themselves have expanded. The number of television and radio transmitters and receivers, along with the number of consumer magazines has grown rapidly; (2) The advertising carried by these media has expanded notably. This may be observed in several different ways. Furthermore, the study includes an analysis of the growth of transnational advertising in Latin American media; (3) The entire national broadcasting systems have tended, in many parts of Latin American, Africa, and Asia, to shift from dependence on public or State financing to advertising as the principal source of revenues.

## THE SCREENING OF AMERICA: THE USE AND INFLUENCES OF AMERICAN FILMS AND TELEVISION PROGRAMS BY ADOLESCENTS IN A ROMANIAN COMMUNITY

Order No. 8100174

JORGENSEN, REBEKAH LEE, PH.D. *The Ohio State University*, 1980. 384pp. Adviser: Dr. Robert Wagner

The influence of American media on the people of other cultures represents a concern of increasing momentum. Using a methodology based on the principles of multiple operationism, the author studied the impact of the American media on the adolescents of a Romanian community, as well as media decision-making in Bucharest. The methods, which included participant observation, perceptual indices, repertorial grids, focused interviews, and scenarios/films, were applied during a six-month research grant funded with the cooperation of the International Research Exchanges Board and the Romanian Academy of Social and Political Sciences. The applicability of the methodology assessed and future utilization in other cultures is explored.

Results suggest that American films and television programs seen in Romania are officially selected to support Socialist objectives, although demand for entertainment programming is growing and decisionmakers recognize the demand. Limitations on what American films and programs the Romanians want to acquire are presented, including financial and thematic problems. Romanian reactions to these issues are also explored. Results further indicate that sizeable quantities are imported (although the numbers fluctuate) and that American media are popular with Romanian audiences.

The popularity of American films and television programs seems to be related to (1) their action-orientation, (2) audience familiarity with American techniques, genres, and screen personalities, (3) their easily understood message, and (4) their reinforcement of mutually-shared cultural themes.

Romanian adolescents indicate film, television programs, and music as their most important sources of information about the United States, although preferences differ with age, sex, education, and other variables. This information is not acquired systematically, but rather is gathered over periods of time and may be paradoxical or even contradictory in nature. The adolescents visibly imitate perceived American traits and styles as presented by the media, and frequently adopt American media personalities as heroes. This is particularly evident in adolescent stages of rebellion and appears to subside with age.

Evidence is presented that while what is seen may be controlled, it is not possible to control what is perceived. Both positive and negative perceptions of the United States are acquired. The data imply that American media are not radically eroding the cultural heritage of Romanian youth.

## THE CHANGING IMAGES OF FEMALES AND MALES IN TELEVISION COMMERCIALS: PLUS CA CHANGE, PLUS C'EST LA MEME CHOSE

Order No. 8101910

KILBOURNE, JEAN, ED.D. *Boston University School of Education*, 1980. 279pp. Major Professor: Constance J. Seidner

Advertising is a powerful and influential force in American society and is both a creator and perpetuator of the dominant attitudes, values and ideology of the culture, the social norms and myths by which most people govern their behavior. The purpose of this study was to examine the current state of sex role portrayals in television commercials and to investigate how these images have changed or failed to change in recent years. It was hoped that close examination of changing images in commercials would illustrate, not only what overt changes the advertising industry is willing to make but, on a deeper level, what kinds of change in the society the dominant ideology is willing to tolerate at this time and what attempts it is making to defuse and coopt radical change.

The study was a content analysis of over 700 commercials videotaped from over 100 hours of programming during a composite week in October c. 1978. Up to two central figures of each commercial were coded according to sex, age, race, occupation, setting, interaction status with adults and children, role, basis for credibility, use of advice and/or arguments, rewards offered and/or reaped, and social behavior.

Of particular interest were those commercials in which either a male or a female were shown in a non-traditional way, i.e., in a role, occupation, activity or situation usually reserved for the opposite sex, or in which the women's movement or liberation from traditional sex roles was referred to or recognized in any way. These commercials were coded onto one reel and analyzed independently and qualitatively (as well as being coded as part of the general study and quantitative analysis).

The results of the quantitative analysis indicated that both sexes continued to be portrayed in traditionally stereotyped ways. Males greatly out-numbered females and were far more likely to be authorities. Females were shown as younger than males and were in a limited number of roles, activities, and occupations. Females were far more likely than males to be portrayed as sex objects, to interact with children, and to be nurturant. Males were more often portrayed as aggressive and autonomous. Females were most often portrayed inside the home, engaged in a domestic activity, using a personal care or household product in the hope of gaining approval from the opposite sex or their families. Males were shown in a much wider variety of roles and activities and as spokespersons for a wide variety of products.

A total of 60 commercials were designated non-traditional. The majority of them featured a "new woman." She was generally presented as Superwoman, who managed to do all the work at home and on the job (with the help of a product, not of her husband) or as the Liberated Woman, who owed her independence and self-esteem to the products she used. The focus of these commercials was always on a strictly personal and superficial transformation via the purchase of a product.

Only 2% of the males in the entire study were portrayed in an even slightly non-traditional way, whereas almost 9% of the females were. No man was shown in a traditional female occupation. Very few men were shown with children or engaged in domestic chores. Fathers tended to be teachers and mentors, whereas mothers were caretakers, and only one man was shown in close physical contact with his child.

These results were discussed in the light of a theory that advertising performs much the same function in industrial society as myth performed in ancient and primitive societies (and with a similar conservative effect). It was argued that these new images do not represent any real progress but rather create a myth of progress, an illusion that reduces complex socio-political problems to mundane personal ones, thereby both trivializing the issues and diverting energy and attention from a search for genuine solutions. It was suggested that an essential step in creating authentic change in the society is to understand and challenge the cultural myths and stereotypes.

## PARA-PROXEMIC ATTRIBUTIONS: AN INVESTIGATION INTO THE RELATIONSHIP BETWEEN CLOSE-UP AND EXTREME CLOSE-UP CAMERA SHOTS AND AUDIENCE RESPONSE

Order No. 8103637

KLEIN, DAVID MITCHELL, PH.D. *The Louisiana State University and Agricultural and Mechanical Col*, 1980. 94pp. Supervisor: Professor John H. Pennybacker

The purpose of this study was to determine if there were differences in para-proxemic attributions (effectations based upon the relative distance of a media source) to the extreme close-up as opposed to the close-up camera shots. Differences in audience response by sex of subject were found. Two stimuli were simultaneously videotaped of a man making an informative speech. The first tape was composed of establishing shots and extreme close-up shots. The second tape was comprised of establishing shots and close-up shots. The establishing shots were constant in both tapes. In the first tape a cut from the establishing shot to the extreme close-up shot would electronically trigger a cut in the second tape from the establishing shot to the close-up shot.

Because of the baseline nature of research in paraproxemic attributions and the lack of a valid and reliable instrument for use as the dependent measure a pilot study was run. After viewing one of the two treatment subjects responded to a revised version of the McCroskey and Jenson instrument for the measurement of perceived image of mass media news sources. Subjects responses were subjected to image factor analysis. This analysis yielded a three factor structure for the male subjects and a four factor structure for the female subjects. A subsequent treatment condition with a new subject population yielded an almost identical factor pattern as that in the pilot study. Three factors emerged for the male subjects and four factors emerged for the female respondents. It was determined that the different factor structures showed a difference in subjects attributions toward the stimulus based upon the independent variable of sex of respondent.

Multiple discriminant analysis was then run to determine if the sex specific instruments could differentiate subjects responses by treatment condition. Results of those analyses showed that the sex specific instruments could correctly classify the subjects by para-proxemic treatment conditions upwards of 63% in every condition except the male extreme close-up condition. The lack of linearity of responses in this condition was explained as a result of a response ambiguity for males in an "invading" situation. Further research was suggested to determine which specific items were responded to differently by treatment conditions. Additionally, a different stimulus needed to be designed specific to new situations, and other camera shots tested in varying combinations.

## IDENTIFIED AND VERIFIED FACTORS RELATING TO THE SUCCESS OF CABLE ACCESS CENTERS

Order No. 8100187

LEDINGHAM, JOHN ALLEN, PH.D. *The Ohio State University*, 1980. 210pp. Adviser: Professor I. Keith Tyler

Cable television is still emerging within the United States, particularly in major, urban areas. One of the by-products of this emergence is the development of "cable access centers" where local government, educators, performing artists, non-profit organizations and members of the general public can produce and present programming over channels set aside for that purpose. A number of communities planning to develop such centers need guidelines to establish and operate such centers. What are the elements which will increase the probability of success? What sort of supportive organizations are needed? What kind of leadership is necessary? What kind of equipment is required? Who should oversee the center's activities? How can people be made aware of the center and its potential for programming?

The problem of this research, therefore, was to identify and verify the factors which are related to the success of access centers. The methodology consisted of locating existing centers among the top 100 population clusters and conducting a mail survey of these centers, based on the elements suggested by the literature, by observation, and by experience, to determine the absence or presence of these factors and the amount of programming. The criterion for "success" was based on these amounts with the group of centers with the more programming considered more successful and the group with less programming considered less successful. The percentage of centers having a given element among the more successful centers was compared with the percentage having this element in the less successful centers. The percentage differences, when positively favoring the more successful centers, were interpreted as evidence of the relationships between the factor and success. The list of such factors was then compared with a list resulting from administration of a Likert-type instrument to a group with expertise in this area, each of whom was asked to rate the importance of some 19 possible factors.

The factors which were high on both lists and which, therefore, were assumed to be important factors relating to the success of an access center were: (1) A paid director; (2) Good to excellent relations with other local media; (3) Editorial programming; (4) Existence of an access coalition; (5) Issuing news releases; (6) State-of-the-art equipment; (7) Educational programming; (8) Attempting to place bulletin inserts in publications of other community organizations; (9) Non-profit programming; (10) Artistic programming; (11) Quality production.

Examination of these factors led to some highly significant conclusions. (1) Competent direction and an access coalition are essential for a successful access center operation. (2) Public information activities of varied sorts are of prime importance to the success or failure of a center. (3) A wide variety of group producing varied types of programs seems to be highly associated with success. (4) State-of-the-art equipment is essential to the level of production needed to maintain quality and achieve success.

## A HISTORICAL/DESCRIPTIVE ANALYSIS OF THE PROCESS OF DEVELOPING CABLE COMMUNICATIONS FOR A MAJOR URBAN CITY: A CASE STUDY OF THE CITY OF PITTSBURGH, PENNSYLVANIA

Order No. 8112612

LEVENSON, HARVEY ROBERT, PH.D. *University of Pittsburgh*, 1980. 337pp.

This study describes and analyzes the process of developing cable communications for Pittsburgh, Pennsylvania. The study answers the question: How did Pittsburgh decide to request the system that it did? In answering this question, it identifies components in the process (e.g., City Ordinance, franchising procedures, services to special-interest groups, local regulatory framework, programming, public service provisions). It describes relationships between these components and the groups which influenced them (e.g., executive branch of City government, Bureau of Cable Communications, City Law Department, City Council, citizens committees, special-interest groups).

The research method was historical/descriptive. It included a review of general literature and press articles on the development of cable communications in Pittsburgh, a review of letters, memos, minutes, transcripts of meetings and hearings, and other documents on cable in Pittsburgh, and personal interviews with individuals who have followed and influenced the development of Pittsburgh's cable system. The literature, press review and documents described the history of the process in Pittsburgh. The personal interviews determined who affected the process, and how. A Rating Scale was administered to determine interviewee perceptions and trends and to check on agreement among interviewees on various issues.

The history covers the events leading to the completion of Pittsburgh's cable system design. The events spanned from 1973 to October, 1979, with the core of activity taking place since January, 1976. Three separate citizens committees participated in the process before the system design was completed. Each was established by City Council and contributed to the process in a variety of ways.

Numerous issues arose during the deliberations of the citizens committees, each of which had to be resolved before an Ordinance and Request For Proposals (RFP) was completed. The key issues included whether the City would offer a single or multiple franchises, the role that minorities would play in the process and subsequently in the company that was awarded a franchise, and how the concept of community communications should be actualized. Input regarding these and other issues came from at least 73 different groups; some represented City government, the cable industry and special-interest groups concerned with education, minorities, public access and religion. Some groups had more influence than others on the development of the City's cable policy and on the cable company proposals.

The interview and Rating Scale results agreed that the Bureau of Cable Communications, the City Law Department and special-interest groups concerned with public access, minorities and religion were among the most influential groups in developing cable communications for Pittsburgh. The interview and Rating Scale results also agreed that the FCC, the local press and other cities had little influence on the process in Pittsburgh. The interview and Rating Scale results were generally consistent with respect to the important decision-making components in the design of the City's cable system. There was strong agreement that community communications and minority involvement were two of the most important components in the system design. There was also strong agreement that leased channels, technical performance and standards, and equipment and physical plant were among the less important components. Concluding observations of this study indicated that the process of developing cable communications for Pittsburgh was highly political and reflected a trend in cable franchising for urban cities.

## RELATIONSHIP BETWEEN PERSISTENCE, ATTENTION AND OBSERVATIONAL LEARNING OF TELEVISION'S PROGRAM CONTENT

Order No. 8105883

LIN, CHING YEE SOONG, ED.D. *Columbia University Teachers College*, 1980. 109pp. Sponsor: Professor Patrick C. Lee

The purpose of this study was to investigate the relationship between the viewer's active engagement in the televiewing experience and observational learning. In order to examine this relationship, behavioral measures were developed for active engagement and observational learning. Active engagement was assessed by having subjects push a button an escalating number of times to restore the video portion of a cartoon program in the research setting. Observational learning was assessed by the accuracy with which subjects reproduced designs constructed by an adult male model on a subsequent video tape viewed in the same research setting.

A measure of attention was also recorded by video taping subjects with a hidden monochrome T.V. camera as they watched the modeling tape. Estimates of subjects' general persistence level and of their specific persistence in watching T.V. at home was gathered through parental responses to a questionnaire. The data were analyzed with Pearson and Spearman Ranked correlations, as well as by partial correlations.

In order to explore the relationship between active T.V. viewing and observational learning this study asked three primary questions and two secondary ones. The primary ones focused on the relationship between (1) amount of button pushing and accuracy of imitation, (2) attention and accuracy of imitation, and (3) attention and amount of button pushing. The secondary questions focused on the relationship between (1) persistence in button pushing to view T.V. and persistence in televiewing at home, and (2) persistence in the research setting (button pushing) and general persistence behaviors as reported by parents.

The major finding was that persistence in button pushing had a highly significant positive relationship with accuracy of imitation that was not affected by partialing out age, sex, attention, and a number of other incidental variables. Thus, the relationship seems to be a direct one. Attention and accuracy of imitation were found to have a low, but statistically significant relationship. Attention and persistence were not significantly correlated. Television directed persistence in the research setting and at home were found to have no apparent relationship. It was postulated that the differences in context of these two specific persistence measures may have accounted for the finding. Persistence in the research setting had a low but significant relationship with parental report of general persistence. This seemed to suggest that while the latter two persistence measures may be moderately related, actively persisting to watch T.V., at least as measured in this study, is a characteristic specific to the viewing situation that can be differentiated from a general complex of persisting behaviors.

It was concluded that dynamic viewer variables, such as persistence, have an important influence on T.V. viewing outcomes, and that a more complete understanding of the T.V. experience would emerge from use of dyadic, reciprocal conceptual models.

## A FANTASY-ANALOGUE CONSTRUCT OF MENTAL PROCESS DURING TELEVISION VIEWING INVOLVEMENT

Order No. 8100931

LINDLOF, THOMAS RICHARD, PH.D. *The University of Texas at Austin*, 1980. 282pp. Supervisor: Timothy P. Meyer

Previous mass communication researches using television viewing as independent or intervening variables have usually not fully specified or validated the theoretically-relevant aspects of that activity. The difficulties experienced by contemporary approaches to the residual effects of media usage are partly attributable to an incomplete understanding of the processes of attention, comprehension, and involvement. By proposing an explanatory construct of those covert processes, a more precise discourse about the viewing activity and its effects on other communication activities can hopefully be generated.

The television viewing construct is analogically modeled on features of a theory of fantasy activity developed from cognitive information-processing approaches. Salient features of the fantasy mode include: its nonvolitional occurrence; its adaptive functions, potentiated by "current concerns"; effortlessness; physiological correlates of low arousal, ocular fixation, and slow brain wave activity; its normal operation in routinized or redundant environments; the lack of evaluation or feedback with respect to goals extrinsic to the activity; its sensitivity to internal and external cues; and the strong influence exerted by mood states. Fantasy represents for most individuals a rehearsal area for potential actions free from external constraint or commitment. Fantasies are related only weakly to motivational systems, although they are closely tied to individuals' self concepts.

Despite the paucity of physiological data on viewing involvement, sufficient evidence exists to show parallels with fantasy. Comprehension/recall measures are poor indicators of involvement during televiewing since they record only what has been rehearsed and entered into memory, not the momentary responses to television. The effectiveness of television's symbolic form for inducing involvement depends on narrowing the range of viewer interpretation, allowing for the development of anticipatory schemas. The task demands of concurrent activities determine to some extent the sampling style of viewing necessary to maintain fantasy involvement with television. In many respects, television viewing involvement can be considered "muted role-taking," or a form of "as if" behavior--projecting hypothetical actions in a context that is irrelevant to operative tasks and goals. Acceptance of the construct casts a different interpretation on the questions that the perceived reality construct of viewing process is concerned with; a revised view of behavior transfers from television to viewers' repertoires, based on individuals' abilities to discriminate contextual cues, is also suggested. Validation and theoretical extension of the construct will require the development of methods that generate new types of data from individuals. Generally, such methods should reconstruct or tap into the viewing involvement context by such means as: physiological measures; thought-sampling procedures during viewing; analysis of individuals' narratives concerning their viewing experiences; construction of hypothetical programming; and qualitative field research for locating family viewing rules/patterns that influence the development of viewing styles.

## AUDIENCE USES OF TELEVISION RERUN PROGRAMMING: A MULTIVARIATE FIELD STUDY

Order No. 8106889

MCENDREE, BONNIE LYNN, PH.D. *Bowling Green State University*, 1980. 131pp.

The purpose of this study was to examine television audiences' attitudes toward the phenomenon of reruns, the programming practice of broadcasting repeats of television programs. It was a preliminary investigation of the reasons why audience members would watch a television program that they had viewed in the past.

In May of 1980, during a door-to-door survey, a random sample of 272 respondents in Bowling Green, Ohio completed the survey questionnaire. The questionnaire contained sections dealing with consumption of television, demographics, television programming preferences and reasons for viewing both television programming in general and television rerun programming. It also incorporated the *Why I Watch TV* scales developed by Bradley S. Greenberg.

The results indicated that respondents who indicated that they watch television reruns view television for all the reasons represented in the *Why I Watch TV* scales except for the statement for learning about the world. There was some indication that non-rerun viewers were associated with watching television to learn about the world. Enjoyed the first time, nothing better on and to learn something new about the program were the reasons most frequently given for watching television reruns.

## MUSIC CRITICISM IN THE NEW YORK TIMES AND THE NEW YORK TRIBUNE, 1851-1876

Order No. 8103641

McKnight, Mark Curtis, Ph.D. *The Louisiana State University and Agricultural and Mechanical Col.*, 1980. 434pp. Supervisor: Dr. Wallace McKenzie

Reports and comments on daily events in newspapers provide an invaluable tool in the study of a particular period or area of research. This study is concerned with the music reviews in two New York newspapers, the Times and the Tribune, between 1851 and 1876. This period in the history of the United States was above all one of transition. Social upheaval prevailed as a result of the Civil War and the abolition of slavery. In addition, America was rapidly gaining ascendancy in science, technology, and as a major political power. This evolution at the broader national level was accompanied by changes in the cultural and musical life of New York. Although the transitions at these two levels may have been contemporaneous, we may observe a certain paradox in the fact that, as Americans were boasting of their advancements in the fields of science and literature, musically, they were being drawn more closely to Europe, especially Germany. Despite America's chauvinistic claims concerning the superiority of its "home-grown" artists, such as soprano Adelina Patti and pianist Louis Moreau Gottschalk, its citizens who were serious in their pursuit of a musical career still looked to Europe for final acceptance.

Although musical life in New York during the period of this study was varied and complex, it was dominated, socially at least, by Italian opera. The term "Italian opera" during this period was used to denote any work in the "grand opera" tradition. Major opera companies in New York routinely performed even French and German operas in Italian. During the course of the period, New Yorkers witnessed a transition from the vocally florid music of Rossini, Bellini, and Donizetti, through the more declamatory mature works of Verdi, to a positive public and critical reaction to Wagner's "Music of the Future." The course of this transition was temporarily altered by the brief, yet intense, vogue of French *opera bouffe* during the late 1860s. Despite this definite direction toward German music in New York, we may perceive a certain irony in the fact that the acceptance of Wagner's operas in New York was effected only after they had been presented in Italian, the language which composer-critic William Henry Fry had called "the only great method and style."

In orchestral music, the period was dominated primarily by the New York Philharmonic Society and the Theodore Thomas orchestra. It was through the efforts of these German-oriented organizations that the seeds of acceptance of the "Music of the Future" were first sown. The consistent programming of Wagner's orchestral music and excerpts from his operas, often despite initial harsh reactions from the critics, resulted in a gradual appreciation, if not a total understanding, of Wagner's music, and made possible the eventual acceptance of full performances of his music dramas.

The most fascinating aspect of such an examination as this lies in the opportunity it affords the reader to witness first-hand the day-by-day occurrences in the musical life of a city, as well as a broader overview of a particular period. In this particular study, the writer discovered, amid the occasional tedium of the myriad "Trovatores" and "Piano Soirees," an active and vigorous musical community, one that was an integral part of the total fabric of life in New York, and one whose musical tastes were both reflected and guided by the music criticism of the period.

## AN INVESTIGATION OF THE IMAGE OF AMERICAN MEN AS PORTRAYED IN SELECTED COMMERCIAL PRIME TIME TELEVISION PROGRAMS, TV SEASONS 1950-51 THROUGH 1975-76

Order No. 8027465

Martin, Bruce A., Ph.D. *New York University*, 1980. 832pp. Chairman: Professor Terence P. Moran

One of the major questions involved in media ecology is the image of various groups presented through the various mass media of communication. This study identified and described the image of American men as portrayed in selected commercial prime time television programs, TV seasons 1950-51 through 1975-76. Specifically, answers to these questions were sought: What is the image of men which emerges in terms of the individual characteristics, stereotypes, and interpersonal behavior of the leading male characters? What are the key patterns and their variation which emerge in terms of the individual characteristics, stereotypes, and interpersonal behavior? What are the changes in the image of men as portrayed in the selected commercial prime time television programs?

The A. C. Nielsen Company was used to select the television programs in detail. Only one program from Nielsen's top twenty programs from each year was treated.

The program from each TV season was selected on the basis of the following criteria: (1) the man had to be a leading, well-defined character in a continuing role in a continuing series; (2) the man had to be an American and the location of the story had to be in the United States; (3) real-life performers were excluded except comedians, hosts, masters of ceremonies, and singers.

Content analysis was used as a methodology for obtaining information. After collecting the data, the researcher wrote an expository description of the men in each of the twenty-six selected television programs determined by the responses of the Television Program Content Analysis Schedule. In order to determine the portrayal of the consistent image of the men as seen throughout this study, the researcher developed five charts: Chart 1 was concerned with individual characteristics; Chart 2 was concerned with stereotypes; Charts 3, 4 and 5 were concerned with interpersonal behavior including inclusion, control, and affection. When the five charts were completed, a summary was written numbering and analyzing the results relating to recurring patterns and their variations. Finally, by developing a series of questions focusing on changes in the image of men, individual emerging images became an integral part of this study. The conclusions were arrived at by the analysis of the Content Schedule and the five charts.

The recurrent patterns in the image of men examined in this study revealed him as bright, sexually balanced, humorous, attractive in the conventional sense, healthy, and warm. Of all the stereotypes, the most frequently presented was that of the independent man. In his interpersonal behavior he appeared to have well-balanced relationships, neither totally dominant nor totally passive in most categories of inclusion, control, and affection. What surfaced was a well-integrated image of a well-balanced human being.

In regard to changes in image, upon close investigation, the man possessed many subtle flaws making the strong image emerge ambivalent. Reinforcing this ambivalent image was the ultimate loneliness of some of these men as indicated in the plot outcomes of several episodes.

The researcher included the following recommendations: (1) add the categories of intelligence, race, ethnic group, and the outcome of the plot in selected episodes in relation to the development of the man's character in order to provide an additional measurement of the individual characteristics of the men; (2) analyze the quality of major decisions in the area of interpersonal behavior - control in order to determine if the men are portrayed with freedom of decision making or are limited in the kind of decisions they make; and (3) develop new methodologies from various theories in the field of interpersonal behavior in order to determine how the men on television fare in these interactions.

## THE USE OF FILMS IN CHANGING ATTITUDES OF SIXTH GRADERS IN A BILINGUAL SETTING TOWARD THE DISABLED

Order No. 8103659

Meehan, Michael John, Ed.D. *University of San Francisco*, 1980. 154pp. Chairperson: Anita De Frantz

This study assessed the effects of two films on the attitudes of Hispanic sixth graders toward the disabled. Six intact bilingual classes were pretested with two instruments: (1) The Attitude Toward Disabled Persons, Form O (ATDP), and (2) The Disability Factor Scale, Form G (DFS). Students were offered the choice of taking the tests in either English or Spanish. Within a week two classes were shown the film *Who Are The Diebolts And Why Do They Have Those Nineteen Children?* which showed modeling of positive actions toward disabled children. Two other classes were shown the film *People First*, an informational film about disabled people. The final two classes were shown a control film. Three classes, one from each of the two treatment groups and one from the control group, were given immediate post testing with the two instruments. A month later the remaining three classes were delayed tested. This study investigated the relationship between type of film, attitude change, gender of viewer, and level of post testing. It also sought to examine the differences in response patterns between students who took the pretests in English and students who took the pretests in Spanish.

A 3 x 2 x 2 x 2 factorial design was used to compare the three levels of the independent variable, two levels of gender, two levels of post testing, and two levels of language. Analysis of covariance was used to control for group difference. A one-tailed Z test was used to compare the pretest scores of subjects who took the tests in English and subjects who took the test in Spanish.

The results of this study are as follows: (1) No significant difference was found between the mean scores of subjects who took the pretests in English and subjects who took the pretests in Spanish. (2) The mean score for the males was found to differ from the male norms in the ATDP manual, in a negative direction, at the (.00001) level of significance. The mean score for females was found to differ from the female norms, in a negative direction, at the (.05) level of significance. (3) The mean scores of the male and female subjects fell beneath the range given, in a negative direction, from the mean scores of other groups who had taken the DFS. (4) No significant difference was found, on immediate post testing, in the mean scores of the two film treatment groups and the control film group. (5) The main effect of delayed post testing was found to be statistically significant at the (.038) level on the ATDP for all three groups. No significant differences between delayed post testing, and the two types of film treatment and the control film treatment was found.

The conclusions and implications are as follows: (1) Neither film treatment was effective in changing attitudes toward the disabled. (2) The results of the delay in post testing design used in this study would indicate that future researchers into attitude change and the effects of media should consider this type of design. (3) There is a need for research into the knowledge of the medical basis of disease possessed by many Mexican Americans. (4) The delay in post testing effect across two treatment groups and one control group suggests areas for further research. Most "bilingual classes" are conducted primarily in English, with Spanish as the second language. In this type of environment speakers of Spanish-only may appear to have a severe communication disorder which probably interferes with and retards the learning process. Students who are sensitized by the pretest instruments were given one month to function in classroom situations which involved symptoms similiar to those of obvious communication disorders. There is a need for research into what is being learned on an affective level in bilingual educational programs. Specifically, the following research question needs to be answered: Are these programs educating Spanish-speaking students to think of themselves as disabled?

## AN EXPLORATORY STUDY OF "THE NEWS BOX" UTILIZING A FUNCTIONAL DISCREPANCY MODEL OF MASS COMMUNICATION

Order No. 8100318

MELTON, GARY WARREN, PH.D. *Bowling Green State University*, 1980. 90pp.

Since its introduction to the public in the 1950's, television has become the most discussed, praised, and criticized medium of mass communication. This emergence of dominance by the television medium within the total mass communication complex has greatly contributed to the increasing reliance of the viewing audience upon TV news as a major source of information.

The purpose of this study was to provide an exploratory examination of the viewing audience in regard to consumption of television news programming. A review of relevant literature in television news indicated that few studies have been conducted utilizing the functional perspective of mass communication research. A functional discrepancy model was adopted in examining the uses of television news by individuals from a random sample survey. Statistical techniques performed in the data analysis included t-test, factor analysis, multiple regression, and canonical correlation.

Results indicated significant differences in the data pertaining to the use of a discrepancy model in this area of mass communication research. However, discrepancy and gratification measures were found to have low prediction power of television news consumption.

## DEVELOPMENT AND PRELIMINARY IMPLEMENTATION OF AN INSTRUMENT TO BE USED IN DESCRIBING, COMPARING, OR PROJECTING A SYSTEM OF BROADCASTING FOR A NATION

Order No. 8100705

MILICIA, MAUREEN BEVERLY, PH.D. *Kent State University*, 1980. 246pp. Director: Marie McMahan

The purpose of this study was to develop and implement an instrument which could be used in describing, comparing, and/or projecting a broadcasting system for a country.

An extensive review of the literature provided for the formulation of four major categorical areas and subcategories relevant to these areas. The four major areas identified were: (1) Physical characteristics of a country, (2) Demographic characteristics of a country, (3) Political characteristics of a country, and (4) Technological characteristics of a country. Significant subcategories for each of the four major categorical areas were developed and then the preliminary instrument was sent to a jury of 25 broadcasting experts for validation. The resulting product was an intrument to be utilized by broadcasting students and broadcasting consultants to aid in describing, comparing, and/or projecting a broadcasting system for a nation.

The review of literature provided strong support and justification for the development of this instrument. Never before had the study of national and international systems of broadcasting been studied and listed systematically in the form of an instrument. With a "Global Village" and world economy upon us, an instrument of this nature needed to be developed to expedite research in this area. No instruments were identified in the literature which performed all three functions, and yet a need for this type of instrument to be developed was evident. This study has attempted to meet this need.

## LONGITUDINAL PATTERNS OF TELEVISION VIEWING AND ADOLESCENT ROLE SOCIALIZATION

Order No. 8028875

MORGAN, MICHAEL JAY, PH.D. *University of Pennsylvania*, 1980. 298pp. Supervisor: Larry Gross

This study investigated whether television viewing makes an independent longitudinal contribution to adolescent role socialization. Specifically, it examined television's influence on the development of adolescents' sex-role stereotypes and occupational and educational aspirations. These processes are also considered in the larger context of various social and demographic factors, the family viewing environment, and other life course expectations.

The sample consists of three cohorts of junior high and high school students attending a public school in suburban/rural New Jersey. Respondents completed two questionnaires a year for three years (1974-1977). In the first year, the students were in the sixth, seventh, and eighth grades. Most analyses are based on the students who took part all three years (N = 216); for these respondents, data were also available from parents' questionnaires and in-depth personal interviews. Some analyses are based on a panel comprised of those who participated in the second and third years (N = 349). Cross-sectional data bases range from 335 to 649 respondents. The sample is mostly white, but it contains a high degree of socio-economic heterogeneity.

The three major variables in the study--amount of daily television viewing, scores on an index of sex-role stereotypes, and aspirations for occupation and education--are acceptably reliable and valid. Relative levels on all three are remarkably stable over the three years, but absolute levels of television viewing and sexism steadily decline. Further, television viewing "homogenizes" as it decreases, and various demographic factors lose some of their ability to predict amount of viewing in later adolescence.

The data suggest that television viewing has an independent positive impact on the extent to which girls endorse sex-role stereotypes. Girls who watch more television in early adolescence will be more likely to believe in later adolescence that women are happiest at home raising children, that men have more ambition than women, and so on, even with other things held constant. While boys have stronger relationships between viewing and sexism on a cross-sectional basis, there is no indication that television leads to greater sexism among boys over time.

Amount of viewing is negatively related to both educational and occupational aspirations on a cross-sectional basis. Yet, because television programs greatly over-represent professionals, it was argued that heavier viewing should "cultivate" projections of higher aspirations over time. The results strongly support this expectation; as with sexism, the effect is only apparent for girls. Over a two-year period, girls who watch more television will come to have higher aspirations for schooling and careers.

The findings suggest that television viewing may cultivate serious conflicts in girls' outlooks and orientations. These effects of television are generally not diminished by "logical incongruities;" heavy viewing leads to higher aspirations even among girls who want to marry and have children at relatively younger ages, among girls who anticipate having large families, and among girls who believe that women are happiest at home. The present social structure makes early marriage, early childbirth, and large families severe obstacles to a woman's educational and occupational achievements, yet heavy viewing seems to generate these conflicting and inconsistent goals.

## TRAINING FOR NATIONAL DEVELOPMENT--THE CASE OF THE NIGERIAN TELEVISION AUTHORITY (NTA)

Order No. 8103400

OLUTTAN, EMMANUEL FUNSO, ED.D. *Indiana University*, 1980. 206pp. Chairperson: Dr. Dennis W. Pett

*Purposes of the Study.* The purposes of this study were: (1) to develop the outline of a normative model of training for development in general and for the media in particular; (2) to deduce from this a normative model of a training program for the Nigerian Television Authority if it is to become an instrument of training media personnel to make information contributions to Nigeria's development; (3) to delineate, analyze and critique the ongoing training program of the Nigerian Television Authority in terms of the normative model; and (4) to make recommendations and suggest guidelines for future training programs of NTA.

*Sources of Data and Procedures.* Data for this study came from the following: (i) academic and professional literature on training methodology and curriculum design from both in-school and out-of-school developmental settings; (ii) research studies on media training in some African countries; (iii) documents of the Federal Government of Nigeria; (iv) documents of the Nigerian Television Authority; (v) interviews with decision makers at the Nigerian Television Authority; (vi) mail questionnaires completed by the General Managers of the Nigerian Television stations; (vii) this writer's observation from attending a two month Basic Course for Television Procedures and Technical Operators in Kano from July 29 to September 30, 1978; (viii) questionnaires administered to participants of the Kano Basic Course for Television Producers and Technical Operators; (ix) interviews with supervisors of personnel trained at the Kano Basic Course; (x) this writer's observation during the tour of seven Nigerian Television stations (December 1978 to January 1979).

Data from the above sources was used to conduct a three part study. The first part is a Conceptualized Normative Training Program for Development. Using theories and models, a procedure for designing a normative training program for development was presented. This part focused on a training program that is applicable to a generalized situation in training for a developmental purpose.

The second part of the study is a Conceptualized Normative Training Model for media personnel in general if they have to be instrumental in providing information contribution towards national development. It is an off-shoot of the generalized training program in part I of the study.

From the model of training for media emerges a model of training for television personnel. It is a training model made specific to the Nigerian Television Authority if it has to provide training for television personnel which will help them to make an information contribution towards Nigeria's development.

Finally, a delineation of the "living model" of the Nigerian Television Authority's training program-in-use was presented. It is an analytical description of the 1977-78 training program of the NTA. The specific training program and its preparatory method was compared with the conceptualized normative models.

*Findings and Conclusion.* The NTA's living model was found to be deficient in many respects. As a result of inadequate and improper planning, the training program has no competent leadership, no well-defined objectives, no clear purposes, no accountability, and no evaluation for any kind of feedback. Ten recommendations for action, that will help in improving the quality of the training NTA is offering to its personnel, were made.

## A QUANTITATIVE ANALYSIS OF UNITED STATES SUPREME COURT DECISION-MAKING RELATIVE TO FIRST AMENDMENT ISSUES OF FREE SPEECH AND FREE PRESS

Order No. 8103039

PADGETT, GEORGE EVERETT, PH.D. *Ohio University*, 1980. 137pp. Director of Dissertation: Professor Guido Stempel

It is the intent of this study to provide a quantitative framework for detailed analysis of the Supreme Court's attitude toward the First Amendment issues of free speech and free press. Likewise, it is the purpose of the study to relate Court direction relevant to First Amendment issues to that decision-making theory which views the Supreme Court as a political, quasi-legislative body engaged in "making" as well as "finding" law. It proposes to link the Court's pattern of First Amendment voting to such variables as ideological orientation (designated as liberal, moderate, or conservative), political party, appointing President, party of appointing President, and prior/no prior judicial experience.

The initial procedure in the study was to code the 159 First Amendment speech-press cases decided by the Supreme Court from 1930 to 1979 as either "pro" or "anti" First Amendment. The determination of whether the decision was "pro" or "anti" was based on an absolutist interpretation of the First Amendment. Both the majority decision and the votes of individual Justices were coded "pro" (+) and "anti" (–) for detailed examination and analysis. From those basic data, various organizations and treatments were carried out to test the original hypotheses. Comparisons were made, for example, between the First Amendment support rates (expressed in percentages) of liberals vs. moderates vs. conservatives, Democrats vs. Republicans, Justices appointed by Democratic Presidents vs. Justices appointed by Republican Presidents, and Justices with prior judicial experience vs. Justices with no prior judicial experience. Supreme Court attitude toward speech vs. press and toward six classifications of speech cases and nine classifications of press cases was also examined. Similarly, the study compared the Court's approach to First Amendment press cases involving information gathering processes with those cases involving information dissemination. Interagreement between various Justices also was examined through detailed pairing tables and bloc analysis.

The results of the study support the conclusion that the Supreme Court's attitude toward First Amendment issues of free speech and free press is directly related to the political beliefs and values of individual Justices. Likewise, the data appear to support the conclusion that First Amendment interpretation is clearly a matter of political philosophy, with liberals providing the highest degree of support and conservatives the lowest. Other variables tend to distinguish the Court to a lesser degree. Data gathered in the study also support the hypothesis that the Court views First Amendment cases involving information dissemination in a substantially different light than it views cases involving information gathering processes. In distinguishing between the two, the Court has provided minimal protection to processes relevant to news gathering, while providing significant protection to the process of disseminating information.

## TELEVISION AND TRADITIONAL CULTURE: A SURVEY OF THE AFROAMERICAN WOMEN ON ST. HELENA ISLAND, SOUTH CAROLINA

Order No. 8106528

ROYES, HEATHER HOPE, PH.D. *The University of Wisconsin - Madison*, 1980. 191pp. Supervisor: Professor Jack McLeod

The effects of the mass media on traditional cultures and the way that such cultures affect the perception of the media--have been the topics of numerous studies in mass communication research, especially reflecting experiences in developing countries. Such studies can be roughly divided into two categories: a few early studies in the 1950's and 1960's that were adjuncts to development/modernization projects in developing countries, usually describing the initial introduction of a particular medium, and characterized by the assumption that traditional customs are antithetical to progress and make people hostile to change; and a much large volume of literature, originating mainly from Third World scholars who maintained that the foreign-dominated media had been detrimental to the cultural sovereignty of many developing countries.

The study reported in this dissertation attempts to investigate the effects of television on the traditional African American culture of St. Helena Island, South Carolina (one of the Sea Islands). From the literature search, it appears to be the first study done in the United States exclusively on television and an AfroAmerican community in a rural setting. A survey was implemented that sought to analyze the relationships between media variables and significant sociocultural items. The unit of analysis was the individual adult woman, and traditional culture was operationalized by a scale of traditional cultural-ness that attempted to measure the exposure of the respondent to that culture.

The results of the study revealed an indirect relationship between traditional cultural-ness and the television variables. In one possible causal relationship, television exposure affected or assisted in the decrease of knowledge of the culture by decreasing attendance at community activities which engender the transmission of the culture; and in another direction, the traditional culture affected television exposure by increasing the strength of the attitudes towards television. The respondents appeared to be moderate users of television but with intelligent opinions about the program contents, with the younger women spending more time with the medium. The results also revealed some interesting evidence about the sociocultural environment of St. Helena Island.

## THE USE AND ACCEPTANCE OF ELECTRONIC NEWS GATHERING EQUIPMENT BY LOCAL TELEVISION NEWS DEPARTMENTS IN THE UNITED STATES Order No. 8028232

RUGG, WILLIAM JAMES, PH.D. *The University of Mississippi*, 1980. 138pp.
Director: Assistant Professor Robert J. Beebe

The study was designed to examine the extent of use and degree of acceptance of Electronic News Gathering (ENG) equipment by local television news departments in the United States. These two primary questions were addressed by means of a survey questionnaire which was mailed to every one of the 996 television stations in the United States listed in the *Broadcasting Yearbook, 1978*, during the spring and summer, 1979. This was the first survey of this type involving the entire population. After follow-up mailings and telephone calls, a total of 765 of the 996 questionnaires were returned, for a response rate of 76.8 percent. Of the 765 responses received, 637, or 83.3 percent, were from on-air TV stations. The data collected from the 765 questionnaires were analyzed by computer employing the SPSS program for frequency distributions, crosstabulations, and the chi-square ($X^2$) test of statistical significance.

The extent of use of ENG equipment by the 637 on-air station respondents was 80.5 percent. More than 98 percent of the respondents indicated that they had not discontinued the use of ENG during the past five years. This information indicates considerable usage of ENG equipment, as well as a high degree of satisfaction with the equipment.

During the ten-year span of ENG equipment purchases (1969-1979), the greatest number of purchases occurred during the years 1975-1978. The degree of acceptance of ENG equipment was at a peak during these four years. The purchases of ENG increased by over 958 percent during the years 1975-1979, compared with ENG purchases during the years 1969-1974.

Crosstabulations were used to examine interrelationships between stations which owned ENG equipment and market size, geographical location, station designations (ownership), network affiliation, and frequency allocation (VHF or UHF). The $X^2$ test indicated that each one of these crosstabs was statistically significant at significance levels ranging from .05 to .001.

The use of ENG equipment was represented among all types of television stations. No market size designation was unrepresented. The lowest rate of usage of ENG equipment by market size was 70.8 percent, for the Small Market category (ADI 151 - 211). No geographical location in the country was unrepresented. The lowest rate of usage of ENG equipment by geographical location was 69.9 percent, for the North Central states. No station designation was unrepresented. The lowest rate of usage of ENG equipment by individual station designation was 64.4 percent, for the Independent Commercial stations. Network O & O and Independent Non-commercial station respondents each indicated 100 percent ENG usage. Each of the three major commercial TV networks was well represented with 92.0 percent for ABC, 86.2 percent for CBS, and 85.7 percent ENG usage for the NBC network. Each category of frequency allocation also showed a high percentage of ENG usage, with 87.3 percent for VHF and 67.7 percent for UHF stations.

These data should prove useful to station management personnel contemplating a shift to ENG equipment, as well as to those who already own ENG equipment and who may wish to make comparisons between their station and other stations within their market area, or stations in other parts of the country with characteristics similar to their station. These data should also alert broadcast educators in this country to the importance of training students in the use of ENG.

In conclusion, ENG equipment has certainly been accepted by the broadcast industry. Over 80 percent of the station respondents indicated ownership and use of ENG equipment--and with a high degree of satisfaction. It appears that ENG, as a method of gathering and reporting the news by local television news departments in the United States, is here to stay.

## AN EXPERIMENTAL INVESTIGATION ON THE USE OF VIDEOTAPE FOR STUDYING NONVERBAL BEHAVIOR IN SOCIAL SETTINGS Order No. 8102155

SANDERS, VAPORDEAL, PH.D. *University of Minnesota*, 1980. 80pp.

The objective of this study was to extend videotape methodologies for studying nonverbal communication in social settings. This would be attained by (1) developing a videotape methodology for providing information on observed nonverbal phenomena in social settings. (2) To utilize this videotape methodology as a means of examining meanings of nonverbal communication with Black Americans serving as the test group. This will in turn serve the purpose of testing the videotape in social settings.

Several social settings are stations for obtaining video recordings of nonverbal behaviors. (1) a picnic; (2) a church yard; (3) a beauty shop.

*Station 1.* The family occurred on July 4th, 1979 and takes place in Waterloo, Iowa. Waterloo has a total population of 75,553 and a Black population of 6,552 or 8.7%.

*Station 2.* The videotaping on the church yard also occurred in Waterloo, Iowa at the Antioch Baptist Church.

*Station 3.* The beauty shop, The Head Hut, is located in Minneapolis, Minnesota. Minneapolis has a population of 434,400 with a Black population of 19,005 or 4.4%.

The researcher used two cities for observation because contact was established in both. The value of using previous contact is discussed in Chapter I.

After the videotaping was complete the researcher selected six episodes from the group of tapes to form a final tape that was used in interview sessions. These interviews were conducted to ascertain the validity of using videotape for recording and analyzing nonverbal behaviors in social settings. To provide reliability, the researcher had six subjects view each episode; three males and three females.

The open use of videotape equipment had positive effects in two stages: (1) collecting data and (2) getting meaningful responses from people interviewed. Research questions brought forth the following answers: (1) Videotape can be a productive method for collecting nonverbal behavior in social settings. (2) Techniques can be developed for supplementing videotaped social interactions with interviews. (3) Interpretations of nonverbal behaviors collected by videotape is enhanced by information provided in interviews. (4) No final conclusions could be drawn regarding the nonverbal behaviors but the interpretations provided do serve as sources of further elaboration and application.

## THE USE OF HUMOR IN FACILITATING VOLUNTARY SELECTIVE EXPOSURE TO TELEVISED EDUCATIONAL PROGRAMS

Order No. 8110373

SCHLEICHER, MARGARET PATRICIA, PH.D. *University of Massachusetts*, 1981. 95pp. Director: Professor Jennings Bryant

A field investigation was conducted in which a voluntary audience was exposed to educational television programs with humorous episodes inserted so as to produce a 2 x 2 x 2 x 3 factorial design. Factors were level of difficulty of the educational message (easy, difficult), funniness of the humor (not-so-funny, funny), distribution of the humor (random, predictable), and density of the humor (intervals without humor ranged from two minutes to four minutes to six minutes in length). Corresponding to the factorial combinations, twenty-four educational television programs were produced as well as two no-humor control conditions.

Viewers' attention to the television screen was assessed on three different indices: (1) the frequency of "stop and go" behavior; that is, the frequency of subjects who "stopped and watched" or who "abandoned watching" the television screen; (2) the frequency of "eyes toward" and "eyes away" from the screen, measured by observing subjects' faces and coding the occurrences of eyes turned "toward the screen" as well as "away from" the screen; and (3) the "persistence" or cumulative duration of eyes on the screen. For each experimental program these data were collected for attention to the educational material as well as for attention to the humorous material.

The findings of this study suggest that, under certain conditions, the voluntary choice of viewing an educational message can be measurably enhanced when the informative message is comprised of a mix of humor and education. The packaging of the humor within the educational message was significant in attracting an audience for exposure to the educational message. The density (or pacing) of the humorous segments within the educational message was the single most reliable factor in attracting viewers to turn their "eyes toward" the screen during the educational material. As the intervals without humor increased (or the humorous segments were less in number but greater in length) the frequency of eyes directed toward the screen increased. The level of difficulty of the educational message, the distribution pattern for the insertion of the humor within the educational message, and the degree of funniness of the humor had differing effects on an audience's choice to "tune in" to the educational message. Significantly more viewers turned their "eyes toward" than their "eyes away" from the television screen during easy educational material than did during difficult educational material. Neither the distribution pattern nor the degree of funniness of the humor were statistically significant factors in determining viewers' attraction to or withdrawal from the educational material. While the inclusion of humor within certain educational messages had positive effects on promoting attention to the educational messages that followed the humorous material, the maintenance of viewer attention for the upcoming educational message was not clearly shown.

## THE FILM INDUSTRY AND THE VIETNAM WAR

Order No. 8100553

SUID, LAWRENCE HOWARD, PH.D. *Case Western Reserve University*, 1980. 296pp.

For more than 70 years, the film industry has helped shape the perceptions the American people have had of war and the armed forces. Until the mid-1960s, Hollywood generally produced movies containing a positive image of the American military. Inspired by the nation's successes in World Wars I and II, these films showed America's fighting men winning glorious victories in exciting battles on land, sea, and in the air.

The breakdown of the studio system resulting from the onslaught of television and the subsequent rise of young, independent producers not beholden to the traditional relationship between the film industry and the military led to the making of a series of movies that showed the armed forces in a new and less favorable light. Ultimately, however, the Vietnam War, not *Dr. Strangelove*, *Fail Safe*, or *Seven Days in May* caused the American people to rethink their perceptions of the United States military.

Unlike earlier wars, Vietnam did not spawn a whole series of movies about the conflict while it was still being fought. Only John Wayne's *The Green Berets* which appeared in 1968 attempted to develop support for the war effort as had such movies as *Bataan*, *Air Force*, and *Thirty Seconds Over Tokyo* made during World War II. After the Vietnam War ended, Hollywood waited more than four years to begin its examination of the conflict. The film industry's traditional waiting period following the end of any war as much as the controversies surrounding the conflict in Southeast Asia dictated the delay.

But in contrast to the cycle of films about the American experiences in World War II that began to appear in 1949, the movies about Vietnam that went into release beginning in 1977 have portrayed the military and war in negative terms. For the most part, the officers commanded incompetently, the fighting men used drugs and killed innocent civilians, the war was a surrealistic nightmare rather than a patriotic adventure, and the men who returned home suffered physical and mental wounds that prevented them from assuming normal lives.

The dissertation traces the history of the cooperation between the film industry and the armed forces up to the Vietnam War. It then studies the movies made about the war from *The Green Berets* to *Apocalypse Now* both from a production point of view and content analysis. In doing so, the dissertation looks at the new image of the armed forces in war movies and considers the ramifications for the American military growing out of the perceptions audiences will take away with them from the theaters and from their television sets when the movies are subsequently broadcast.

## FACTORS MEDIATING PROGRAM PREFERENCE AS A DETERMINANT OF TELEVISION VIEWING BEHAVIOR

Order No. 8105949

WEBSTER, JAMES GARRISON, PH.D. *Indiana University*, 1980. 101pp.

Theoretical models of television audience behavior are frequently premised on the assumptions that (1) programs of the same type are similarly preferred by individual viewers, and (2) program preference is a primary determinant of program choice. While there is empirical support for the first assumption, analyses of viewing behavior have not found the expected patterns of program type loyalty, suggesting that the second assumption is inadequate.

This research focused on the impact of two variables, group viewing and variable quality of reception across channels, which might mediate individual preference as a determinant of program choice, and so diminish program type loyalty.

The prime time television viewing behavior of female head of households in San Diego, in February, 1977, as recorded by Arbitron Television, was analysed. The extent to which 608 respondents watched 14 situation comedies and 440 respondents watched ten crime-action programs was measured and adjusted for irregularity of viewing. The design controlled for channel effects. Increased variance in the distribution of dependent measures indicated enhanced loyalty. Differential effects were assessed using tests for homogeneity of variance.

As predicted, program type loyalty was highest for solitary viewers. *Post hoc* analyses, however, indicated a more general pattern of loyalty. For both program types, constant program decision-making units, including those who always viewed alone and those who viewed with a group of unchanging composition, evidenced significantly greater loyalty than those who viewed with a varying combination of other people over time. Differences by reception type were not significant.

This result contributes to an empirical reconciliation of observed behavior with theoretical expectations of that behavior. A model of television program choice, identifying viewer availability, viewer awareness, viewing group, structure of available program options and channel as additional determinants of choice is offered to serve as a guide for further research on audience behavior.

## PREDICTORS OF VERBAL AGGRESSION: THE EFFECT OF TELEVISED VIOLENCE

Order No. 8105950

WHALEY, ALLEN BENNETT, PH.D. *Indiana University*, 1980. 94pp.

Much of the research in media effects attempts to establish a causal link between viewing televised violence and aggressive behavior. Often such research is conducted under laboratory conditions. This study, however, assessed the suspected relationship between media violence and aggression in a natural setting.

Verbal, rather than physical aggression, was chosen as the dependent variable because of the relatively few sanctions attached to its use in a natural setting. Verbal aggressiveness was assessed through responses to the Verbal Aggression subscale of the Buss-Durkee Hostility Inventory and by six items designed to measure the intensity of verbal aggression which the respondents used.

The amount of violence in an individual's television diet was determined by first having a panel of forty judges rate thirty-nine 1979-1980 prime time network programs for verbally and physically violent content. The program list was then presented to the respondents who were to note on a four-point scale how often they watched the programs on the list. The violence score for each program was then multiplied by the amount that the subject watched the program. The results were then summed across all programs for each subject, thus, producing an index of the violence in an individual's television diet.

Four other variables thought to be associated with verbal aggression were also assessed in the study. These were sex, contentiousness, exposure to real life physical aggression and exposure to real verbal aggression. Exposure to real life models of aggression was determined by asking the respondents to note on a five-point scale how much actual physical and verbal violence they had been exposed to while growing up. Contentiousness was measured using the contentiousness subscale of Norton's Communicator Style Measure.

One hundred one subjects at Indiana University were given the various instruments and the results were analyzed using correlation and multiple regression techniques. The analyses indicated that no significant association existed between the amount of violence which an individual habitually views on television and the verbal aggression he or she expresses. Multiple regression analysis revealed that contentiousness, sex and exposure to real verbal aggression were the best predictors of verbal aggression and, when combined in a three-predictor model, explained some 30 percent of the total variance in verbal aggression.

These findings suggest that in a natural setting, the relationship between viewing televised violence and engaging in aggressive behavior may have been overstated in previous research. Thus, a simple causal approach to aggression should be re-examined in favor of an approach which notes the contributions made by television viewing to more stable characteristics such as sex and contentiousness which appear to bear on the expression of aggression.

## MASSMOD: A COMPUTER SIMULATION OF THE MASS MEDIA INDUSTRY 1945-1960

Order No. 8112182

ZENATY, JAYNE WINIFRED, PH.D. *Michigan State University*, 1980. 218pp.

This research applied systems simulation methodology to the study of the economic and structural behavior of the mass media industry from 1945 to 1960. Using historical data from a time period marked by the introduction of a new communications technology--television, the study had two major purposes: (1) the quantification of abstract theories about media structure and economics and the identification of integral relationships among media components, accomplished by the construction and validation of a computer simulation model called MASSMOD; and (2) the demonstration of the feasibility and usefulness of systems simulation to the study of media behavior, planning and policymaking, shown by a series of experiments which manipulated two policy variables in the model and compared alternate results to the benchmark model. Because of the shortage of past research that has applied systems simulation to the mass media as an industry, the research was designed to be exploratory.

MASSMOD, written in Minnesota FORTRAN, was built at a highly aggregate, industry-wide level. It consisted of four sectors: broadcast (AM and FM radio, VHF and UHF television), print (newspaper and consumer magazines), advertisers and consumers. Ordinary least squares regression routines were used to develop structural equations for the system. Postdictive validation techniques, using Theil's (1961) Inequality Coefficient, was employed to validate the model's output.

The system represented by MASSMOD showed a remarkable stability during 1945-1960, when television, first VHF and then UHF, was introduced to the system. The number of magazines and newspapers published in the period remained fairly constant; revenues grew slightly as both advertising expenditures on each medium and circulation increased. The print sector was not integrally linked to the broadcast sector in terms of sensitivity to change. AM stations increased in number and listenership, although earnings declined as advertising expenditures were transferred to television. FM stations grew steadily, while revenues and expenses declined, then took an upward swing. UHF television seemed the most unstable subsector, with most variables decreasing in value and earnings in the red.

The experiments performed on the system, which assumed that initial conditions were the same as the historical situation, indicated that the system would remain remarkably the same under different policy parameters. Only a total FM and/or a total UHF broadcasting system would make those media prominent and profitable, though still not as successful as historical AM radio or VHF television. UHF television had little effect on VHF television, even when UHF frequencies were introduced in 1945, instead of 1952 as was the case historically.

MASSMOD presents a simple, valid mathematical representation of the mass media industry from 1945-1960. It lived up to its purpose as an exploratory effort into the use of systems simulation as an appropriate tool for study of the behavior of the mass media industry. Supported by additional data, the model needs to be expanded and improved, so that mathematical relationships and theoretical speculations which are not included in MASSMOD, especially in the FM and UHF sectors, may be investigated. To be used as a real forecasting tool, the model needs to be updated to describe industry behavior in the 1960's and 1970's.

Despite its shortcomings, MASSMOD has pulled together elements of a media system too often studied in isolation, and quantified abstract relationships. It is a simulation of a historical reality, available for experimentation and questioning. At the minimum, this study has suggested an approach that someone with access to a rich data base could use to make accurate predictions of the consequences of policy decisions made to influence the behavior of the mass media system.

## THE PORTRAYAL OF WOMEN IN MASS MEDIA, 1949 TO 1956: THE DU MONT TELEVISION NETWORK VERSUS POPULAR FILMS, BOOKS, MAGAZINES, AND SONGS

Order No. 8101280

ZIMMERMAN, DONALD ERNEST, PH.D. *Union Graduate School - Midwest*, 1979. 124pp.

The purpose of this study was to illustrate the research potential of popular television programs as a reflection of the values of the culture. The study was an attempt to encourage the systematic preservation of such material. The research was precipitated by the acquisition and analysis of the Peter Vest Collection of kinescopes from the Du Mont Television Network (1948-1958). Grants from the National Endowment for the Arts (NEA) and the National Association of Broadcasters (NAB) permitted the transfer of the negative kinsecope masters to video cassette (NEA grant) and the transcription of all the dramatic shows (NAB grant).

The analysis of the transcriptions suggested several areas of study based on the collection. The selected topic was the portrayal of women. The primary hypothesis of this study was that the portrayal of women in television was the same as the portrayal of women in the rest of the media, 1949-1956. The secondary hypothesis was that the portrayal of women in the different media was negative in nature.

The other media examined were selected from the highest gross motion pictures, most popular novels, highest gross magazines, and most popular songs, 1949-1956.

The research upheld both hypotheses. The statistical findings revealed that women represented only 21.39 percent of the television population and 24.58 percent of the population in the other media. The negative references and situations involving females constituted 79.01 percent of the instances involving women in the television programs and 67.14 percent negative instances in the other media.

The research also revealed that the Vest Collection of dramatic and entertainment shows constitutes less than 5 percent of the material kinescoped by the Du Mont Television Network. The rest of the program masters were destroyed in the late 1950s. This low survival rate is considered average for national television programs.

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